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📍 Mumbai, India

SAURABH KOTHARI

Professional Experience

Upraised | CAP Fellow – Product Management 2022

Worked on multiple assignments around various aspects of product during my time at Career Accelerator Program (CAP) by Upraised.

Below are some links for reference:

- [Product Teardown of my favourite app \(Spandee\)](#)
- [PRD to improve user engagement on Cricbuzz](#)
- [Product Psychology – YouTube Web](#)

Poised Media | Head of Operations 2016 – Present

Working collaboratively with the creative, content, and technology teams to ensure accurate and timely delivery of all digital campaigns and projects with complete client satisfaction.

Key projects worked on:

Cadbury Oreo – Tiffin Tricks

- **Activated WhatsApp interaction mechanism** for Oreo's Tiffin Tricks campaign
- Developed content structure and delivery mechanism to **deliver 20 recipes seamlessly on WhatsApp**
- **Interacted with more than 6,000 customers one-to-one**

Launched Colors Gujarati and Colors Gujarati Cinema on digital channels

- **Generated 100 Million+ organic impressions**
- Developed **highly interactive, vernacular content**
- **1500% organic growth** in reach and engagement metrics

Parachute Advanced – Malayali Manka Campaign

- **Helped launch a new variant of Parachute Advance** through a WhatsApp activation
- Received **60,000+ sample requests through WhatsApp**

Zee Cinema – India's First FB Messenger Based Campaign

- **Launched India's first Facebook Messenger bot**
- Enabled audience to **chat with the characters Uday Bhai and Majnu Bhai**

Other brands worked on: Zee5, Zydus, Lupin, Porsche, Bingo Mad Angles, SET WET, Hardcastle Group, Teleperformance, Walplast, Kataria Group, Sportz Village, Veeda Clinical Research and more...

About Me

A Product enthusiast with 6+ years of experience at a Digital Marketing agency providing strategic and tactical support to clients with accountability across all functions (Paid Media, Content, SEO, Design, and more) while managing a team of 7-8 Account Managers.

Tools

- Google Analytics
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Miro
- Microsoft Office
- Lead Management Platforms

Skills

- Performance Marketing
- People Management
- Problem Solving
- Brand Strategy
- Relationship Building
- Data Analysis
- Content Writing
- Digital Marketing

Education

2012 – 2015 – Bachelors in Mass Media
(Nagindas Khandwala College)

2012 – HSC – Maharashtra Board
(Nagindas Khandwala College)

2010 – SSC – Maharashtra Board
(Shanti Nagar High School)

Extra-Curriculars

- **Volunteer at Team Everest NGO:** Worked on 2-3 projects like helping vernacular medium students learn English, and assisting last year students to prepare for interviews.
- **IT Head for Entrepreneurship Development Cell** while studying Bachelors in Mass Media
- **Finished all 10 levels of the UCMAS Program** (ABACUS Structure)