

ARNAZ IRANI

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SUMMARY

A creative leader with 10 years of experience building brands and driving successful integrated campaigns across diverse categories, including F&B, automotive, OTT, and lifestyle. Proven ability to lead teams, develop digital strategies, and cultivate strong client relationships, resulting in award-winning work. Expertise in brand building from the ground up, establishing a strong digital presence and tone of voice. Adept at problem-solving, combining creativity with strategic thinking to achieve client and agency goals. A consistent track record of converting pitches and exceeding expectations.

SPECIALTIES

- **Creative Direction & Leadership:** Spearheaded innovative campaigns and guided teams to deliver exceptional results. Cultivate collaborative environments that foster creativity and high performance.
- **Integrated Campaign Development:** Orchestrate impactful, multi-channel campaigns that drive brand growth and achieve business objectives. Expertise spans diverse categories, from F&B and automotive to OTT platforms and lifestyle brands.
- **Digital Brand Building:** Architect and execute strategies to establish and amplify brand presence on digital platforms. Define brand personality, tone of voice, and visual identity to resonate with target audiences.
- **Strategic Problem-Solving:** Analyze challenges, identify opportunities, and develop creative solutions that align with client goals and market dynamics. Combine strategic thinking with data-driven insights to maximize impact.
- **Client Relationship Management:** Forge strong, lasting relationships with clients through proactive communication, strategic guidance, and a commitment to exceeding expectations. Build trust and serve as a trusted advisor.
- **Team Leadership & Mentorship:** Inspire and motivate teams to achieve their full potential. Provide guidance, support, and mentorship to cultivate talent and foster a culture of growth.
- **Pitch Conversion:** Develop compelling proposals and presentations that win new business. Demonstrate a deep understanding of client needs and present innovative solutions that differentiate from the competition.
- **Communication & Collaboration:** Communicate effectively with internal teams, clients, and stakeholders. Foster collaborative partnerships to ensure seamless execution and alignment.

ACCOLADES & ACHIEVEMENTS

- **Ad Stars 2021 Finalists | Social and Influencer category** – At Home with Oreo | Oreo ReciPic

- [IDMA 2021 | Best Data Driven Marketing Strategy | Gold – At Home with Oreo](#)
- [IDMA 2021 | Influencer Marketing Campaign | Bronze – Oreo ReciPic](#)
- ET SPOTT 2021 | Brand Promotion via Web Gigs | Gold – Oreo ReciPic
- ET SPOTT 2021 | Community Engagement and Most Effective Social Listening | Silver – At Home with Oreo
- [e4m Play 2021 | Best Use of Video by/on a Brand-owned Channel | Silver – Oreo ReciPic](#)
- [e4m Play 2021 | Best Video Marketing on Social Platforms | Bronze – Oreo ReciPic](#)
- [AdGully SCREENXX 2019 | Best Use of Social Media | Silver – Voot](#)
- [SAMMIE \(Social Samosa\) 2019 | Best Social Media Brands | Silver – Voot](#)
- [SAMMIE \(Social Samosa\) 2019 | Best Conversational Brand on Social Media | Silver – Voot](#)
- Represented Digitas (India) at SPIKES 2019, Singapore
- [DMA Asia Echo Awards, 2018 | Best Web/Ecommerce | Gold – Rin Career Ready Academy](#)
- HUL Award for Consumer Centricity 2017 – Rin Career Ready Academy
- Published work (opinion pieces, long-form):
 - [My Experiments With Polyamory](#)
 - [A Lockdown Story of Sisterhood](#)

CAREER HIGHLIGHTS

CREATIVE DIRECTOR | FOXYMORON | OCTOBER 2022 TO OCTOBER 2024

- **Spearheaded digital transformation** for leading brands across diverse sectors, from sports (Star Sports) and beauty (Nykaa, Braun) to FMCG (HUL portfolio), establishing a clear and impactful digital presence.
- **Orchestrated the high-profile IPL 2023 campaign**, driving significant brand engagement and visibility.
- **Successfully launched key HUL brands** into the digital landscape, achieving widespread reach and market penetration.
- **Played a pivotal role in building key Titan brands**, solidifying their position in the market.
- **Rebuilt and revitalized the Bombay office team**, fostering a high-performing and collaborative environment.

Pitches converted: Pond's, Pond's Men, Slow Churn (by HUL), Titan IRT, Titan Fastrack

CREATIVE LEAD | DIGITAS | MAY 2021-SEPTEMBER 2022

- **Cultivated and strengthened key client relationships** with prominent brands such as Celio, Goodknight (Godrej), Oreo (Mondelez), and NIVEA (Beiersdorf), acting as a trusted advisor and strategic partner.
- **Led and mentored high-performing integrated teams**, empowering them to deliver award-winning campaigns even amidst the challenges of lockdown and the pandemic, resulting in significant improvements in brand performance.
- **Drove the team to develop innovative and impactful campaigns** that not only resonated with target audiences but also significantly increased brand reach, share of voice, and shareability.

- **Consistently exceeded client expectations** by delivering creative solutions that were strategically aligned with both client objectives and agency goals, ensuring maximum impact and ROI.

Pitch converted: UltraHuman (fitness)

COPY SUPERVISOR | DIGITAS | OCTOBER 2018-MAY 2021

- **Spearheaded the digital launch of two flagship brands** for entertainment powerhouse Viacom18: Voot Kids and Voot.
- **Successfully pitched for and won the Voot Kids account**, developing the foundational digital strategy and tone of voice that paved the way for a successful commercial launch.
- **Revitalized the Voot brand's social media strategy and personality**, significantly enhancing audience engagement and brand perception.
- **Led high-volume, integrated campaigns for industry giants like Google**, effectively collaborating with partner agencies to achieve exceptional results.
- **Drove community growth and amplified share of voice** across multiple brands, establishing a stronger brand presence and fostering deeper connections with target audiences.
- **Ensured operational excellence and consistent high-quality output** across all projects, from daily social content and topical marketing initiatives to large-scale brand campaigns.

SENIOR COPYWRITER | DIGITASLBI | SEPTEMBER 2017-OCTOBER 2018

- **Successfully secured multiple key accounts**, including industry giants across diverse categories, through compelling pitch presentations and strategic vision.
- **Spearheaded the launch of Parle Agro's Frooti Fizz**, building the brand from inception to market establishment and driving significant growth.
- **Won the HUL account** and subsequently led impactful campaigns for several key brands within their portfolio, including Dove, achieving demonstrable results.
- **Contributed significantly to successful pitches** for prominent brands such as Jeep and Tata Clig, expanding the agency's client roster.
- **Played a critical role in developing and executing high-impact campaigns** of varying scales for major brands like Hasbro (Monopoly, Play-Doh, My Little Pony, Transformers), Dove, and AB InBev (Hoegaarden).
- **Consistently pioneered innovative social media formats, engaging video content, and impactful outreach campaigns**, pushing creative boundaries and maximizing audience engagement.

ASSOCIATE COPYWRITER | DIGITASLBI | FEBRUARY 2015-SEPTEMBER 2017

The beginning of my career in digital, I worked on brands across categories like Johnson & Johnson (Johnson's Baby, Clean & Clear, Neutrogena, Stayfree), Hotstar, Piaggio (Vespa, Aprilia), Tata Motors, and Nissan. This included working on social content as well as campaigns.

JUNIOR COPYWRITER | LEO BURNETT | SEPTEMBER 2013-FEBRUARY 2015

Fresh out of college, I got the opportunity to flex my creative muscle on a series of brands including Godrej, HDFC, Axis bank, etc. across verticals (mainline as well as activation/BTL), working closely with my clients, building strong relationships with them.

EXTRA-CURRICULARS

PADI-certified scuba diver

Brown belt in karate (Okinawan Goju-Ryu Karate Do)

Aerial yoga practitioner

Rescued, fostered, and rehomed 100+ strays in association with World For All

PERSONAL DETAILS

Date of birth: **5th April, 1992**

Current city of residence: **Mumbai**

Education:

Secondary School Certificate – Shirin Dinyar Irani Learners' Academy (2008)	High distinction
Higher Secondary Certificate – K.C. College, Mumbai (2010)	First class
Bachelor of Mass Media – Mumbai University (2012-13)	First class