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PERSONAL PROFILE

Marketing & digital-transformation leader with 10+ years of experience across APAC and India. Expertise in social media transformation, 3D digital experiences, CRM migrations (SAP → Salesforce), and cross-functional program leadership. Proven at translating tech-led ideas into measurable business outcomes for automotive, FMCG, finance and e-commerce clients

CONTACT

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SKILLS

- Digital transformation & CRM migrations (SAP → Salesforce)
- Product launches & experiential digital (3D configurators)
- Social media strategy & content operations (organic + paid)
- Cross-functional leadership, stakeholder management, team building
- Campaign measurement, analytics & performance optimization

KEY BRANDS

FMCG

- Tata Consumer Products
- Tata Gluco Products
- NIINE sanitary napkins
- Pet Sutra
- FDC - Electral

Alcohol

- Jim Beam

Automobile

- Ford - APAC
- Morris Garage India
- Honda 2 wheelers India
- Honda Racing India

PARESH JAIN

Marketing & Digital Transformation Leader

WORK EXPERIENCE

WPP - VML India

May 24 - Present

Client Solutions Director - Digital Transformation

- Spearheading CRM transition from legacy SAP to Salesforce across APAC: data mapping, process redesign and stakeholder training to streamline marketing ops and reporting for Ford motors APAC.
- Directed end-to-end build and APAC launch of a 3D vehicle configurator – coordinated product, engineering, creative and dealer teams to enable immersive online shopping and better lead flow.
- Manage strategic client relationships and cross-agency delivery; define GTM priorities and ensure alignment across product, creative and dealer networks.
- Led a full revamp of India social media strategy, aligning local content, cadence and governance with APAC/global standards to improve engagement and content quality.

Cheil X

Feb 24 - May 24

Consultant - Digital Marketing

- Led a focused 3-month account uplift for Morris Garage India: standardized content guidelines, improved visual quality, and created launch kits for new vehicle variants.
- Mentored content creators and implemented SOPs to reduce time-to-market for launches and improve consistency across channels.
- Set performance benchmarks and handover materials for ongoing operations.

FCB Kinnect

Mar 23 - Oct 23

Account Director

- Oversaw integrated strategic planning and execution for key accounts; translated business goals into creative and media strategies.
- Optimized cross-functional workflows (creative, media, analytics) to improve delivery timelines and cost efficiency.
- Built and nurtured client partnerships, pitched strategic solutions, and supported new business pursuits.

Schbang

Aug 21 - Jan 23

Sr. Group Solutions Manager

Group Solutions Manager

- Led digital strategy and growth initiatives for North India business; pitched and secured new accounts and upsell opportunities.
- Implemented content and campaign playbooks, and upskilled mainline client teams on digital best practices.
- Managed cross-channel social media operations and improved operational rigor via SOPs and reporting cadences.

Lifestyle

- Tasva
- Bata
- Nippon Paints
- Inorbit Malls
- Udaipur Tales

Mobile Phone

- VIVO
- Honor
- HTC

E-commerce

- Amazon India
- Moglix

Finance

- Paytm Money
- Aavas home financiers
- ICICI Pru
- Reliance Nippon Life insurance

Political

- Bhavya Bishnoi - Lok Sabha Election 2019
- BGIF - Policy research NGO

Hospitality

- Oyo Life
- Salad Days
- Fat Lulu's
- Dana Choga

Technology

- Godrej Security
- UBER
- Lithium
- EAPRO
- ThoughtSOL

Real Estate

- Trump Towers
- M3M India

Education

- JD Institute of Fashion Technology

Pharma

- FDC - Electral

EDUCATION

IEC University, HP

Bachelors Of Commerce '19

TOOLS

- Salesforce
- Infobip
- Mapp
- Hootsuite
- Konnect insights
- SEM Rush
- FB Ads & Business Manager
- Google Analytics
- Google keyword planner
- Unmetric
- Qoruz
- Taggr

Alchemist Marketing & Talent Solutions

Aug 19 - Aug 21

Principal Consultant

Sr. Consultant - Account Management

Consultant - Account Management

- Devised digital-first strategies for pitches and retained clients across finance, lifestyle and technology sectors.
- Owned day-to-day campaign stewardship and client escalation management; educated mainline talent on digital integration.
- Supported business development and helped scale the account management function.

The Connect Hub

Oct 18 – Aug 19

Team Lead - Digital

- Devise digital strategies
- Develop creative and engaging social media strategies.
- Manage the day-to-day handling of all social media channels and adapting content to suit different channels

The Creative Key

Mar 18 – Oct 18

Lead - Social Media and Digital Strategy

- Devise digital strategies for pitches & existing clients
- Responsible for building the team & business
- Manage social media execution teams

Freelance Digital Consulting

Apr 17 – Feb 18

Concept, Strategy, Digital Ads, Operations

- Strategising and implementing strategies for social media content and paid ads
- Ideate video scripts, topical posts, festive campaigns

Splitkart

Feb 16 – Mar 17

Marketing Specialist

- Responsible for growing the app on both iOS & Android platforms Design online & offline strategies for Awareness, Engagement & conversions
- Build a marketing team with in-house end to end digital marketing capabilities

Grofers India

Aug 15 – Nov 15

Operations executive

- Handle escalations related to order management
- Ensure smooth & complete delivery of order right from the order punch in stage
- City head - Pune, Kolkata, Bangalore

Ungdomdark Entertainment

Jan 10 – Jan 13

Artist Manager & Marketing Manager

- Manage artist & music collaborations
- Manage bookings
- Plan marketing campaigns