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skills

contact

follow

**2010** - AAAI Goa Fest – Bronze Abby

**2010** - Indian Digital Media Awards – Gold

Awards

Digital Creative Direction & UX

Writing social & editorial content

App Content Strategy & Creation

Digital Strategy

Digital CRM

Research

About me

[Rubik.azariah@gmail.com](mailto:Rubik.azariah@gmail.com)

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www.rubik.blog/portfolio

www.rubik.blog

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twitter.com/rubikazariah

linked.com/in/rubikazariah

executive summary

Currently based in / remotely working from madurai tamil nadu India

**Technical writer**

*2007 - 2008*

Sharpening my writing craft to professional standards of excellence.

***Clients****: Microsoft, Concernergy, Great Dad, India Parenting*

***Sectors:*** *FMCG, B2C, B2B,*

***Responsibilities:*** *Editorial content creation, SEO & SEM writing, qualitative research*

*+ Procentris India Pvt Ltd*

WORK EXPERIENCE

**brand design director (Creative Director)**

*2008 - 2014*

Crafting brand narrative across digital websites, Social Media, CRM, Apps & more. Leading creative and multi-disciplinary project teams as a founding member.

***Clients****: P&G, Mercedes-Benz, Pedigree, Raymond, SBI, LIC, Hoovers, Tata Chemicals*

***Sectors:*** *FMCG, Luxury, Automotive, Fashion, BFSI, B2B, Education*

***Responsibilities:*** *Creative Direction, Content creation & management, Social Media strategy & content****,*** *digital**project management****.***

*+ R K SWAMY BBDO INDIA*

**sr digital account manager**

*2014 – 2015*

Leading teams for consistent brand narrative in CRM experiences for P&G across ASEAN. Helping launch a proprietary multi-brand content & sampling platform. Providing creative support across social media & app content development.

***Clients****: P&G ASEAN (SG, MY, TH, ID, VN), VISA, Fonterra- Anlene*

***Sectors:*** *FMCG, E-Commerce*

***Responsibilities:*** *Regional**Account Management & co-ordination + creative content.*

*+ Proximity BBDO Singapore*

**sr strategy manager**

*2016 - 2017*

Helping establish brand narrative through research and planning. Assisting in independent research studies, projects and social analytics.

***Clients:*** *IBM, Great Eastern Insurance, Peel Fresh, Cannon, Shiseido, LTA*

***Sectors:*** *IoT, Insurance, Technology, Beauty, Public Services*

***Responsibilities:*** *Creative Briefing, Custom Research, Research vendor management, Award Case Study writing.*

*+ Dentsu Singapore*

**freelance creative consultant**

*2018 - 2019*

Building better brand narratives through video scripts for consulting clients in the Middle East & Europe across various government projects.

*+ Boston Consulting Group Global Design Studio*

**FREELANCE STRATEGY CONSULTANT**

*2018 – Present*

Helping shape brand stories through digital, PR & event strategy for a variety of Chinese & Singaporean clients in the luxury, B2B, automotive and non-profit space.

*+ iDEA Communications Singapore*

Digital storyteller with over **10 years** of experience in solving communication problems across digital channels for leading brands. This includes end-to-end planning of digital strategy, crafting & executing digital experiences across digital content, social media, UX & Creative Direction.

**rubik moshe azariah**

Rubik Moshe Azariah

Digital Creative Director (Copy) | Sr. Digital Account Manager| Sr Strategy Manager

**Conceptualising, crafting and executing strategic & creative digital experiences across scale & markets**

Named after the Rubik’s cube, there are many colourful twists to my tale as a digital storyteller and architect. I bring Swiss-army-knife like digital skills to solving marketing and communication problems. This includes digital know-how across Creative Direction, Strategy, UX and end-to-end project oversight and guidance.

Born exactly 13 years to the day the first digital message was transmitted, I’ve been building digital experiences since Yahoo Geocities came out (yeah that long) and yet, this continues to thrill me. I have over **10 years** of digital experience & passion, honed on digital projects for some of the biggest international and Indian brands. These include the likes of The Boston Consulting Group, Mercedes-Benz, P&G, Pedigree, Visa, Raymond, Tata Chemicals, LIC and SBI while also working on integrated accounts like Canon, Toyota, Shiseido, and research work for Intel and many more.

**A hybrid blend that boldly goes where few have gone before.**

**Digital Creative Direction & Content Creation:** Bringing together digital strategy conceptualisation, a creative executional understanding, married to creative story-telling skills. My Creative Direction skills are rooted in a strong copywriting, content writing & UX background. This has grown with over 8 years of craft on brands like **P&G**, **Mercedes-Benz**, **Pedigree**, **VISA** and more. I have diverse digital experience across **FMCG, Luxury, Fashion**, **B2B** and **BFSI**. The work includes conceptualising, planning and executing **multi-channel digital campaigns**, including content driven **CRM platforms** with **e-mail** driven audience **nurture programs**, **product** & **event microsites**, **social media campaigns**, **videos & animations** and **apps** based on user behaviours & needs. I’ve helped pitch and craft **go-to market strategy** and **internal selling** of **digital** **& social media strategy** across clients.

**Digital Strategy:** I help teams understand how client business objectives can be mapped to consumer needs. Discovering insights on user behaviour and identifying the right digital platforms and channels that can best be leveraged to address these needs. I craft creative communication strategy for campaigns to make a meaningful and measurable difference. I help teams understand the benefits and trade-offs based on the underlying channels and technology and how it best fits the overall creative narrative for the brand. This begins with helping understanding customers better by mapping out customer journeys and creating user personas. Auditing the existing digital eco-system and identifying the elements needed to bring a brand’s digital story alive with a user-friendly experience. This is a Customer Experience (CX) approach that marries the business objectives with a tangible human story to tell while blending existing and emerging technology to tell the tale.

**Social Media Strategy:** Whether it’s helping a brand make its first foray into social media and building a fan base from scratch or driving engagement for existing brands through regular content pieces & content pillars, I have contributed to a wide variety of social campaigns across luxury and FMCG brands that include Mercedes-Benz, Pedigree, Visa Singapore and Peel Fresh Singapore. I have experience creating content around brand endorsers & influencers like Bruce Willis, Borris Becker and Michael Schumacher for Mercedes-Benz and Brett Lee for Pedigree. I have even helped bring the iconic ‘Raymond Man’ to life, giving him voice on digital to gain brand visibility and driving engagement to a younger target audience for what was otherwise perceived to be an old-school brand. Having worked in the nascent years of social media marketing in India, my portfolio consists of several social apps and content pillar ideas that have brought brands success over the years. I am also adept at monitoring social performance with tools like Social Bakers & Facebook Analytics having done so for Singapore juice brand Peel Fresh.

**UX fundamentals before fads**: I have an intuitive understanding of UX practically honed over digital builds working closely with designers and vendors and helping to build a better understanding of the user. These UX skills are further future proofed with the theory to back it up. I am in the top 10% of my Usability, Mobile UX & Design Thinking class, completing these courses with distinction at the Interaction Design Foundation Denmark. I help building better UX by assisting in information architecture, wire-framing and prototyping in Adobe XD. While helping stake holders understand end user’s needs through profiling and testing while working across designers, developers and vendors to bring concepts to final build stage.

**Digital Marketing Leadership & product management:** I have helped grow digital copy teams and have transitioned to lead digital project teams for brands like P&G and Pedigree. This includes conceptualisation and rolling out digital CRM & social content platforms and product campaigns (display campaigns, and microsites) that saw me working across multiple client stakeholders, technology vendors and project management teams.

IDEA Communications

Freelance Digital Strategist (November 2018 – Present)

**Helping shape brand stories through PR Strategies**

As a freelance consultant for IDEA Communications Singapore I assist in delivering digital campaign and PR / event strategy for a variety of clients in the B2B, non-profit, automotive and luxury space. This includes primarily strategy support while pitching in with creative ideation for campaigns. Clients I have helped with include brands like Cartier, Volvo, LGMG heavy machinery, Linglong tires, Sichuan Airlines, Community Foundation of Singapore, Podere La Pace Wines and more. I have also helped in crafting in-house brand launches. My primary deliverables for these are strategy pitch decks to win new business or to propose new campaigns to existing clients. I have also helped in launching the digital aspect of separate in-house brand initiatives, overseeing web development and creating content for the same.

BCG (Design Studio)

Freelance Creative (July 2018 – July 2019)

**Helping build better brand narratives through video**

As a freelance Creative partnering with the Boston Consulting Group Global Design Studio, I was tasked with supporting global consulting teams as they pitch strategy to a variety of clients. My role saw me draw on my creative direction experience to deliver value propositions in creative formats such as video to assist in pitch work and for internal communications. I am an empanelled creative vendor with BCG.

Interaction Design Foundation

Student Design Thinking, UX & Digital disruption (2017 – Present)

I am also actively involved in upskilling my various digital skills. Participating in courses from the **Interaction Design Foundation (Denmark)** Google Skill Certification, MasterClass and Udemy on a variety of topics. This includes being certified with distinction on topics like Design Thinking, Usability, Mobile UX, AR & VR from the IDF.

I have also sharpened a variety of other relevant skills including taking master classes on writing, video editing, working on coding personal projects, creating chat bots and more.

Dentsu Singapore

Senior Strategy Manager (2016 - 2017)

**Helping establish the brand narrative through research & planning**

As a Senior Strategy Manager for Dentsu, I added a new chapter to my storytelling skills, delving into the backstory that supports every creative. Defining the plot / creative narrative with key insights across various sectors including tech for B2B, Consumer Electronics, Beauty and Public Transportation. I stepped into a full-time strategy role to refine my research skill set, with access to exciting new research tools like Global Web Index, CCS Planner and research repositories like WARC and Euromonitor and closely working with various research agencies for syndicated studies that cover pre and post campaign research.

Independent research projects that I was entrusted with as part of the Dentsu Hatchery team included researching decision-making in IoT for Intel, specific to the retail segments in Japan and India that focus on signage and POS IoT solutions. This was a combination of secondary research and primary research and modelling the resulting behaviour choices.

Another project saw me assisting in re-defining the Brand Style Guide for Great Eastern Insurance Company making them more relevant for digital, which saw me closely interact with the client and our design team to craft out changes in the guideline to be more relevant and digital friendly.

In the digital realm, my skills came to bear in helping pitch and win strategy for social media for juice brand Peel Fresh Singapore, which also saw me help craft monthly analytics & performance reports using Facebook Insights and Social Bakers Analytics. I upped my Facebook game by undergoing customised facebook Blueprint certifications to build on this key area during the process.

And this is above and beyond regular strategy planning duties for clients like crafting camera and printer campaign briefs for Canon, beauty product briefs for Shiseido, and conducting campaign research for LTA. The exposure to these clients helped augment my existing creative and account management skills with the ability to craft briefs, plan consumer journeys, write personas, decipher insights and help in organising and co-coordinating research requirements for third party research vendors where needed.

**Key projects:**

* An in-depth research on business decision-making in IoT for Intel, specific to the retail segments in Japan and India.
* Assisting in the project management and creating a Brand Style Guide for Great Eastern Insurance.
* Social Media analysis and strategy for juice brand Peel Fresh Singapore, also undergoing facebook certifications to build on this key area during the process.
* Launch of a campaign for Canon full frame cameras to establish it in the consideration set of camera buyers who otherwise turn to Nikon or Sony.
* Conducting market pre and post market research by using market research partners.
* Assisting in a Gen-Z study for beauty products for Shiseido.

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| **Key Clients** | * Intel * Peel Fresh Social Media * Canon * Shiseido * LTA * Great Eastern Insurance |
| **Key Responsibilities** | * Secondary Research * Conducting primary research through research agencies * Crafting creative briefs * Pitching for digital projects * Writing award entries (having helped the agency bring home awards at the Marketing Effectiveness awards for Canon.) |
| **Direct reports** | * Strategy Interns |

BBDO Proximity Singapore

Senior Digital Regional Account Manager (2014 - 2015)

**Leading teams to a consistent brand narrative & experience across ASEAN for P&G**

My time at Proximity BBDO helped sharpen my understanding of the business and operations side of an agency. I joined the digital regional account management team responsible for the P&G online platform Everyday Me (a platform that I had prior experience working on a similar project in India). Built on and part of a global CRM platform project by BBDO.

I was entrusted in overseeing operations and co-ordinating with the regional client for all things related to websites across ASEAN markets (Singapore, Malaysia, Indonesia, Thailand and Vietnam. The role saw me interacting with our local agency offices, local P&G clients, the regional P&G SPOC, other group agencies and media partners.

**Key contributions**:

Account Management --

* Execution of a launch campaign for the regional platform across markets.
* Execution of an inter-agency campaign for Pampers in Indonesia which included a photo contest and offline activation and the implementation of an end-to-end email CRM program.

Creative –

To keep my creative spark alive, I also contributed to the following creative campaigns

* Fonterra - Helped create content for the Anlene Move app and long form content for the website for Malaysian market.
* VISA - Contributed to social media posts for Visa digital, helping with the monthly calendar.
* P&G Everyday Me - Managed creative output for P&G’s monthly and event based EverydayMe email campaigns.

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| **Key Clients** | * P&G * Visa * Anlene |
| **Key Responsibilities** | * Regional Account Management * Scope of work generation * Regional Finance tracking & reconciliation, * Job costing, * Team co-ordination, * Creative. * QA & deployment testing |
| **Direct reports** | * Account Executive, * Sr. Account Executive |

R K SWAMY BBDO Mumbai

Brand Design Director / Creative Director Copy (2008 - 2014)

**Crafting brand narrative through digital experiences across CRM, Social & more**

Having joined as the first digital copywriter for a brand-new digital team, I grew in my role at

R K SWAMY BBDO Interactive over six years helping define content and digital strategy for the agency and independently managing digital projects for clients, to leave as a Brand Design Director (Creative Director) having won awards and accolades in the process.

Over the years I have worked on various luxury, FMCG and financial clients with the agency, making my mark by ideating and conceptualising digital experiences for leading international and domestic brands including P&G, Mercedes-Benz India, Pedigree, Tata Chemicals, Raymond, SBI, LIC and many more. I have helped craft feature length articles and social media content calendars apart from ideating platforms and app experiences, campaign strategy and helping craft UX for various initiatives from apps to websites. This included developing wireframes and site functionality and discussing the same with designers, developers and vendors. I also played an active role in business development pitches. I also worked closely with the digital media planning team to deliver display campaigns.

As a founding member of the team I am well accustomed and thrive in working in a start-up environment of a new department within a larger agency where I have mentored and worked shoulder to shoulder with junior copywriters. Being placed in independent charge of projects for P&G and Pedigree entirely, I have lead multi-disciplined creative teams that include designers, HTML coders and PHP coders and designers, while also managing external vendors to conceive and execute digital projects from ideation, execution and subsequent iterations. I have also worked in tandem with social teams to manage social media pages and campaigns for the same.

Do remember to check out my [portfolio](http://rubik.blog/portfolio) for a glimpse of the actual work and a look at my [writing samples.](https://www.slideshare.net/RubikAzariah2/rubik-azariah-work-samples-2018-102550753?ref=http://rubikazariah.com/portfolio/)

**Key Contributions**

**Creative –**

* Conceptualised and helped execute a one-of-a -kind social and content driven CRM platform for **Pedigree** that revolved around dogs, (& later cats) for existing and prospective pet owners including **concept, functionality, wire-framing UX.**
* Helped generate social media content calendars for Pedigree.
* Helped conceptualise and execute a content driven sampling CRM platform for **P&G** – Reward Me, which due to its resounding success became part of an overarching global platform Everyday Me.
* Helped conceptualise digital extensions of **P&G** brand campaigns that integrated with the CRM program such as Smile India movement for **Oral-B.**
* Helped launch **Mercedes-Benz** India on Social Media, helping produce content calendars across facebook and twitter including live streaming and live tweeting of events.
* Helped in conceptualising various digital product launches and showcases for Mercedes-Benz
* Conceptualised and oversaw execution of animations and videos.
* Helped create kid friendly chemistry related content for award winning platform Human Touch of Chemistry for **Tata Chemicals.**
* Created content for a variety of digital properties for fabric and fashion brand **Raymond** and creating content calendars for their social media presence.
* Ghost tweeted for Gautam Singhania when he initially took to Twitter.

**Strategy –**

* Helped pitch and win Pedigree digital business as a client for the agency with consumer engagement strategy that put pets in the spotlight. Helped in strategizing various campaigns for growing platform membership
* Helped in various iterations of CRM strategy for P&G based on growing KPI’s and brand requirements
* Helped in annual Mercedes-Benz global digital innovation strategy pitch and made it to the second round of three rounds two years in a row. With one idea being discussed for implementation
* Helped pitch annual digital strategy for Raymond across channels

**Account Management / Project Management –**

* Managed client relationship and deliverables across two different Assistant Brand Manager – Brand manager partnerships for Reward Me for P&G.
* Managed agency relationship across multiple brand managers for various P&G brands such as Ariel, Ambipur and Gillette.
* Managed agency relationships between Proximity Paris, Proximity Indian Ocean and R K SWAMY BBDO for the implementation of the migration to the global platform - Everyday Me.
* Co-ordinated between Accenture, P&G and internal design, content and webmastering teams for the smooth running of the CRM platform.
* Oversaw a helpdesk team for the P&G platform.
* Co-ordinated between internal design, content and coding teams and external vendors for development of the Pedigree website wer4Pets and for development of desktop app for Raymond.

The growth path at R K SWAMY BBDO:

**Sr Brand Design Manager** (2011 – 2012)

**Brand Design Manager** (2010-2011)

**Sr. Brand Design Associate** (2009 – 2010)

**Brand Design Associate** (Copywriter) (2008 – 2009)

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| **Key Clients** | * P&G, * Pedigree * Mercedes-Benz * Raymond * Tata Chemicals | * LIC * SBI * CCIL * FIMMDA * Hoovers * Zuari |
| **Key Responsibilities** | * Creative Direction * Digital Strategy * Content management & web-mastering * Content creation:   + Social media calendar creation,   + E-mail & newsletter campaigns   + Feature length articles   + Scripting for animations / videos,   + Short Stories   + Content for apps * Information architecture, wire-framing & UX, * Pitching (business development with Client Servicing), * Vendor briefing & management, * Project management, * Client co-ordination * Creation of business case studies, competitor analysis, digital trends & awards submissions | |
| **Direct reports** | * Team of Brand Design Associates - Copy, * Sr. Brand Design Associate - Copy | |

Procentris India Pvt Ltd

Technical Writer (2007 – 2008)

**Sharpening my writing craft for international standards**

My first foray into writing was as a Technical Writer for an American KPO in Mumbai. Here I was tasked with creating content for various websites on topics ranging from movie reviews, parenting articles, travel articles and energy conservation. This was writing against exacting standards. I also helped in qualitative market research for software companies such as Microsoft.

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| **Key Clients** | * India Parenting * GreatDad * Concernergy * RightPet * Microsoft |
| **Key Responsibilities** | * Feature length articles * Movie Reviews * Affiliate marketing link building for Amazon * Product descriptions for Amazon * SEO optimisation of content * Google Adwords ads * Information architecture * Qualitative secondary market research |

Ogilvy & Mather

Summer Internship (2006)

As part of my MBA summer Internship I interned at Ogilvy & Mather Mumbai and worked on creating an analysis of the then much talked about advertising campaign ‘Surprisingly SBI’ for State Bank of India.

Awards

2010 - AAAI Goa Fest – Bronze Abby

2010 - Indian Digital Media Awards - Gold

Both awards are for the website [Human Touch of Chemistry](http://rubikazariah.com/portfolio/portfolio-item/tata-chemicals/) created for Tata Chemicals

Education

After nine years in Ad Land it’s time to put a degree to some of the new skills I’ve learnt on the job, while mastering the theory that goes behind it. Which is why on a recent hiatus, I have taken a variety of courses from Design Non Profit IDF, and supplementing this with other courses from MasterClass.com and Facebook Blueprint while reading up on the latest developments in tech, and building my first chat bot.

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| 2017 – 2018  Interactive Design Foundation Denmark IDF  Design Thinking - (Distinction Top 10%)  Usability – (Distinction Top 10%)  Mobile UX – (Distinction Top 10%))  VR & AR  UI Design Patterns for Successful Software (Distinction Top 10%)  How to create intuitive products by imitating physicality (Distinction Top 10%)  Conducting Usability Testing (Distinction Top 10%) | |
| 2005 - 2007ITM Business School,  Post Graduate Diploma in Business Management (CGPA 2.68) | 2004 - 2005Advanced Computing Training School C-DAC YCPAIT Diploma in Multimedia Creations |
| 2001 – 2004Wilson College  Mumbai University Bachelors of Mass Media  (70 % First Class with distinction) | 1999 - 2001The Frank Anthony Public School, New DelhiI.S.C.E.  75% First Class with distinction)  School first in Fine Art & Political Science |

Testimonials

Ritu Mittal

Brand Manager Proctor & Gamble:

“Rubik is brilliant at brand design with expertise in digital brand design. His out-of-the-box thinking helped us with innovative new designs for our digital platforms. He is very pleasant to work with and creates an atmosphere of trust which enables healthy exchange of ideas and inputs. He is extremely trustworthy both in terms of quality and timely delivery of projects.”

Raamesh Raghavan

Associate Creative Director Leo Burnett

“The brief time that I worked with Rubik, we got on quite well. He is a thoughtful and engaging writer, and that shows in his communication writings. I've known him to examine carefully all that is presented to him, and he does meticulous research on a subject before he writes for it. The content he creates is therefore rooted firmly in reality, and is authoritative, while also being engaging. He has a very firm grasp of both grammar and vocabulary. He is also a good team player, and well suited to lead a content/creative team in his own right. My best wishes for his career.”

Navin Harish

Sr Manager Usability & Design Global Logic

As one of the founding members of the interactive team at R K SWAMY BBDO Interactive, he has been instrumental in its formation. He contributed with his skills as a copywriter which allowed us to win awards at IDMA and Abby. He is highly organised and intelligent with a bend towards management and I can see him becoming a good manager sooner than later.