

Rubik.azariah@gmail.com

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Digital Creative Direction & UX

Writing social & editorial content

App Concept, Content Strategy & Creation

Digital Strategy

Digital CRM

Research

**Technical writer**

*2007 - 2008*

Sharpening my writing craft to professional standards of excellence with long form content and research.

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

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

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

 *+ Procentris India Pvt Ltd*

**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*

**FREELANCE creative & STRATEGY CONSULTANT**

*2018 – Present*

Crafting brand stories with digital strategy and creative execution for a variety of Chinese & Singaporean clients in the luxury, B2B, automotive and non-profit space.

 *+ iDEA Communications Singapore*

**freelance creative consultant**

*2018 - 2019*

Selling consultancy engagement concepts through video scripts for clients in the Middle East & Europe across various government projects.

 *+ Boston Consulting Group Global Design Studio*

**sr strategy manager**

*2016 – 2017*

Helping establish brand narrative through research and planning. Aiding in independent research studies, brand style guide 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*

An avid digital storyteller and strategic creative with over **11 years** of experience in solving digital communication problems for leading brands.

This includes end-to-end planning of digital strategy, crafting & executing digital experiences across digital content, social media, UX, Creative Direction & project management.

skills

contact

follow

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

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

Awards

About me

www.rubik.blog/portfolio

www.rubik.blog

facebook.com/rubikondigital

twitter.com/rubikazariah

linked.com/in/rubikazariah

Currently based in / remotely working from

 madurai tamil nadu India

WORK EXPERIENCE

**rubik moshe azariah**

Rubik Moshe Azariah

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

Named after the Rubik’s cube, I have 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, ‘pushing something live’ continues to thrill me. I have over **11 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.

**Core Skills : 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 and a 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 using digital. 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 understand 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 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 to name a few. 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 coordinating 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 and mentor digital copy teams and have transitioned to lead multi-disciplined 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**

My role sees me 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. I have also helped in crafting in-house luxury 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 through external vendors and creating content for web properties.

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| **Key Clients** | * LGMG heavy machinery
* Schaeffler Group
* Volvo
* Mobike
* Linglong Tires
* Cartier
* Minerva Suitings
* Podere La Pace Wine
* Sichuan Airlines
* Community Foundation of Singapore
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| **Key Responsibilities** | * New business development strategy (deck building)
* Social Media Content (post copy and visual concepts)
* Secondary Desk Research
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BCG (Design Studio)

Freelance Creative (July 2018 – July 2019)

**Helping build better brand narratives through video**

While partnering with the Boston Consulting Group Global Design Studio, I was tasked with supporting global consulting teams with creative work 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 scripts, across five projects. This was to assist in pitch work and for internal communications. It’s all very hush hush. I am an empanelled creative vendor with BCG.

Dentsu Singapore

Senior Strategy Manager (2016 - 2017)

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

As a planner, I helped shape creative narrative with insights across sectors that include tech for B2B, Consumer Electronics, Beauty and Public Transportation. I conducted bespoke research for decision making in IoT purchases across Japan and India. I helped in updating the Brand Style Guide for Great Eastern Insurance Company making them more relevant for digital. I worked with the team in pitching and winning strategy for social media for juice brand Peel Fresh Singapore. And 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.

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| **Key Clients** | * Intel
* Peel Fresh Social Media
* Canon
* Shiseido
* LTA
* Great Eastern Insurance
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| **Key Projects** | * In-depth research on business decision-making in IoT for Intel, specific to the retail segments in Japan and India.
* Assisting in project and vendor management while updating the 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 Responsibilities** | * Secondary Research
* Conducting primary research through research agencies
* Crafting creative briefs
* Pitching for digital projects
* Social media strategy & analysis
* Writing award entries (having helped the agency bring home awards at the Marketing Effectiveness awards for Canon.)
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| **Direct reports** | * Strategy Interns
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BBDO Proximity Singapore

Senior Digital Regional Account Manager (2014 - 2015)

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

As part of the account management team, my role was to help co-ordinate between different key stakeholders and internal teams for the P&G APAC multi-brand project Reward Me and oversee both a regional launch campaign and a market specific campaign for Pampers. I was thrilled to also be able to contribute creatively to other accounts with content initiatives during this period.

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| **Key Clients** | * P&G
* Visa
* Fonterra - Anlene
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| **Key Projects** | * Execution of a launch campaign for the regional P&G 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.
* 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 Responsibilities** | * Regional Account Management
* Scope of work generation
* Regional Finance tracking & reconciliation,
* Job costing,
* Team co-ordination,
* Creative.
* QA & deployment testing
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| **Direct reports** | * Account Executive,
* Sr. Account Executive
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R K SWAMY BBDO Mumbai

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

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

My first foray into advertising saw me help build the first digital content team for the agency. As the sole writer I helped grow the core digital content function by recruiting and training new talent and extending our responsibilities from content creation and management to creative conceptualisation, UX and IA, digital campaign strategy and client management.

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
* Zuari
 |
| **Key Projects** | * Created a kid friendly Chemistry content website for Tata Chemicals
* 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.
* Pedigree - Conceptualised and helped execute a one-of-a -kind social and content driven CRM platform called WeR4pets for existing and prospective pet owners including concept, functionality, wire-framing UX.
* 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 brand on Social Media, helping produce content calendars across facebook and twitter including live streaming and live tweeting of events.
* Maintaining Social media content calendars for Pedigree, Mercedes-Benz, Raymond
* Ghost tweeted for Gautam Singhania when he initially took to Twitter
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| **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
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| **Direct reports** | * Team of Brand Design Associates - Copy,
* Sr. Brand Design Associate - Copy
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Procentris India Pvt Ltd

Technical Writer (2007 – 2008)

**Sharpening my writing craft for international standards**

My first foray into professional 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
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| **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
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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 I have taken a variety of courses from Design Non-Profit IDF Denmark, and supplementing this with other courses from Udemy, and MasterClass.com while staying in-tune by writing about the latest tech developments on my blog.

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| 2017 – 2021Interactive Design Foundation Denmark IDF1. How to Design for Augmented and Virtual Reality2. Interaction Design for Usability3. Mobile User Experience (UX) Design4. Psychology of E-Commerce: How to sell online5. Service Design: How to Design Integrated Service Experiences (Distinction top 10%) 6. The Practical Guide to Usability | 7. UI Design Patterns for Successful Software8. User Research - Methods & best practices9. Dynamic User Experience: Design & Usability10. How to create Intuitive Products by Imitating Physicality11. Information Visualization12. Conducting Usability Testing13. Design Thinking: The Beginner's Guide |
| 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

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| 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 RaghavanAssociate 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 HarishSr Manager Usability & Design Global LogicAs 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. |