**Rubik Moshe Azariah**

Digital Creative & Strategist

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Currently remotely working from madurai tamil nadu India

An avid digital storyteller and strategic creative with over 11 years of experience in solving digital communication, creative, editorial and UX problems for leading Fortune 500 brands across India, Singapore, APAC, China and the Middle East.

**Skills & Accomplishments**

**SKILLS:**

* **Digital strategy:** Understanding cultural issues and cues to inform digital strategy. Including branding, campaign and channel strategy, CRM strategy, content strategy, social, product strategy and digital PR strategy
* **UX:** Information architecture, wireframing, persona profiling, UX research and audits
* **Creative Direction:** Conceptualising, crafting & executing digital experiences including emailers & newsletters, websites, microsites, apps, video & animation script writing
* **Content Creation:** Copywriting and content writing for digital and print. Social media content, platform specific content. Helping establish brand tonality and delivering content against exacting brand guideline specifications
* **Multi Sector Expertise:** Luxury, FMCG, BFSI, B2B (Industrial), Transportation

**ACHIEVEMENTS:**

* Helped establish, lead and grow the content and creative function for a new digital creative team for RKS BBDO Mumbai, grew the writing team to four writers
* Collaborated with BCG on video for digital consulting projects
* Helped conduct bespoke research projects for Hatchery a part of Dentsu Singapore
* Helped manage a regional website product across ASEAN at Proximity BBDO Singapore
* Helped nurture digital strategy for bespoke luxury brands and digital B2B initiatives for PR clientele of iDEA Communications across China and Singapore.

**Work Experience**

**Freelance Creative & Strategy Consultant (01/2020) –Present**

**Madurai|Remote**

Providing creative consulting and strategic services to companies on an ad-hoc project basis. This includes assisting with digital & UX strategy and creative strategy to launch brands or campaign extensions. I deliver strategy & pitch presentations, video script writing, social and web content writing and pitch in wherever I can help.  
  
**Freelance Creative & Strategy Consultant**

**iDEA Communications|Singapore (Remote) (11/2018) – Present**

Crafting brand corporate communications stories with digital PR, event strategy and creative execution for a variety of Chinese & Singaporean clients in the luxury, B2B, automotive and non-profit space. Crafting strategy decks for new business development. Helping launch digital in-house brand initiatives, overseeing web development through external vendors and creating content for web and social.

**Key Clients**

LGMG heavy machinery Schaeffler Group Volvo Linglong Tires Cartier Minerva Suitings

Podere La Pace Wine Sichuan Airlines Community Foundation of Singapore

Mobike

**Key Responsibilities**

* New business development strategy (pitch presentation deck building)
* Thought leadership and Social Media Content (post copy and visual concepts)
* Secondary Desk Research
* Vendor management

**Freelance Creative Consultant**

**Boston Consulting Group Design Studio| Remote (08/2018) – (02/2019)**

Creating video scripts to sell in consulting strategy the BCG consulting team in the Middle East across various government clients. Supporting internal communications such as recruitment initiatives with video scripts and suggesting Art Direction. The role saw me draw on my Creative Direction experience to creatively deliver consulting value propositions in video & animation scripts, across five projects that were executed using their in-house creative team.

**Key Clients**

BCG Spain Internal Comms Spain Saudi Arabian Govt Digital Initiatives

**Key Responsibilities**

* Crafting video scripts and sourcing stock footage for visual storytelling of consulting pitches & concepts
* Crafting animation motion graphic scripts for vector-based animation while providing stock references

**Senior Strategy Manager**

**Dentsu|Singapore (08/2018) – (02/2019)**

Helping establish brand narrative through research and planning. Aiding in independent research studies, brand style guide projects and social analytics. Writing creative briefs and collaborating with account management regarding digital capabilities.

**Key Clients**

IBM Great Eastern Insurance Peel Fresh

Canon Shiseido Land Transport Assoc.

**Key Projects**

* Conducting in-depth research with the help of research vendors, interviewing subject matter experts and desk research to evaluate business decision-making and culture in IoT for Intel, specific to the retail segment in Japan and India
* Assisting in project and vendor management while updating the Brand Style Guide for Great Eastern Insurance, while working closely with the client
* Social Media analysis and strategy for juice brand Peel Fresh Singapore
* 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

**Key Responsibilities**

* Secondary Research
* Conducting primary research through research agencies
* Crafting creative briefs
* Pitching for digital projects
* Social media strategy & analysis
* Writing award winning award entries

**Senior Digital Regional Account Manager**

**BBDO Proximity|Singapore (10/2014) – (07/2015)**

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

Helping 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 in Indonesia.

**Key Clients**

P&G ASEAN VISA Fonterra- Anlene

(SG, MY, TH, ID, VN)

**Key Projects**

* Execution of a launch campaign for the regional APAC P&G website platform
* 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

**Key Responsibilities**

* Regional Account Management co-ordination
* Scope of Work creation
* Job costing by collaborating with finance
* Regional finance tracking & reconciliation
* Internal team co-ordination
* Creative writing
* QA & deployment testing for email newsletters and site deployments

**Creative Director Copy / Brand Design Director**

**R K SWAMY BBDO Interactive|Mumbai (03/2008) – (02/2014)**

Crafting brand narrative across digital websites, social media, CRM, apps & more. Leading creative and multi-disciplinary project teams as a founding team member of the digital creative team.

**Key Clients**

P&G, Mercedes-Benz Pedigree Raymond State Bank of India Hoovers

Tata Chemicals Life Insurance Corporation FIMMDA

**Key Projects**

* Tata Chemicals - Wrote content for an award-winning kid friendly Chemistry content website
* P&G - Helped conceptualise and execute a content driven sampling CRM platform called Reward Me, which due to its resounding success became part of the 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 and creative vision for future extensions
* Oral-B - Helped conceptualise digital extensions of P&G brand campaigns for Simile India Movement that integrated with the CRM program Reward Me
* Mercedes-Benz - 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 and product launches
* Raymond - Ghost tweeted for Gautam Singhania and created several sartorial websites for Raymond

**Key Responsibilities**

* Creative Direction (Leading hybrid teams of Content, UX, Art Directors & Developers)
* Listening to clients, understanding their needs and conceiving solutions to connect the consumer gap
* Digital Strategy – using user data and insights to inform creative decisions
* Scope of work creation and facilitating better client service co-ordination while pitching
* Content management & web-mastering
* Content creation:
  + Editing and co-creating long form content with other writers
  + Social media content calendar creation
  + E-mail & newsletter campaigns
  + Feature length articles
  + Scripting for animations / videos
  + Short Stories
  + Content for apps
* Information architecture, wire-framing & UX
* Collaborating with cross-functional accounts and technical teams in delivering end to end creative work
* Pitching (business development with Client Servicing)
* Vendor briefing & project management
* Inspiring creativity amongst talent & ensuring high quality, accuracy and excellence in a collaborative manner while exploring the potential for new technology for engaging communication
* Digital product cycle management
* Creation of business case studies, competitor analysis, digital trends & awards submissions

**Technical Writer**

**Procentris India Pvt Ltd|Mumbai (04/2007) – (03/2008)**

Sharpening my writing craft for international standards. My first foray into professional writing as a Technical Writer for an American KPO. 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.

**Key Clients**

India Parenting GreatDad Concernergy

RightPet Microsoft

**Key Responsibilities**

* Writing editorial 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

**Summer Intern**

**Ogilvy & Mather Mumbai (05/2006) – (06/2006)**

**Campaign research as part of MBA summer project**

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.

**EDUCATION**

**Post Graduate Diploma in Business Management (MBA)** |ITM Mumbai (2005 – 2007)

**Bachelor of Mass Media** |Wilson College Mumbai (70 % First Class with distinction) (2001 – 2004)

**CERTIFICATIONS**

**Interaction Design Foundation** (2017 – 2022)

1. How to Design for Augmented and Virtual Reality

2. Interaction Design for Usability (Distinction top 10%)

3. Mobile User Experience (UX) Design (Distinction top 10%)

4. Psychology of E-Commerce: How to sell online (Distinction top 10%)

5. Service Design: How to Design Integrated Service Experiences (Distinction top 10%)

6. The Practical Guide to Usability

7. UI Design Patterns for Successful Software (Distinction top 10%)

8. User Research - Methods & best practices (Distinction top 10%)

9. Dynamic User Experience: Design & Usability (Distinction top 10%)

10. How to create Intuitive Products by Imitating Physicality (Distinction top 10%)

11. Information Visualization (Distinction top 10%)

12. Conducting Usability Testing (Distinction top 10%)

13. Design Thinking: The Beginner's Guide (Distinction top 10%)

14. Affordances Designing intuitive user interfaces

15. Human Computer Interaction (HCI) (Distinction top 10%)

**Google**

Google Ads Display Certification

**AWARDS**

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

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

**TECHNICAL SKILLS**

**UX & Design** – Adobe XD, Adobe Photoshop,

**Video Editing** - Davinci Resolve

**Web development** – Basic HTML / CSS Javascript

**Writing** - Word, Markup

**Research** – Global Web Index, WAARC, Euro Monitor,