



VAGEESH BHAN

Integrated Producer

CONTACT | +1647.868.1440 | vkbhan.work@gmail.com
[linkedin.com/in/vkbhan](https://www.linkedin.com/in/vkbhan) | www.vkbhan.com

PROFESSIONAL SUMMARY

I am an Integrated Producer with 8+ years of diverse experience in content production, digital marketing, and brand storytelling.

I excel at orchestrating multi-channel creative initiatives from concept to completion, leveraging research based strategies to elevate engagement and drive results. With a strong ability to align creative execution with a clear brand vision, I consistently streamline project workflows, ensure timely delivery, and produce impactful outcomes that resonate with client goals.

KEY COMPETENCIES AND SKILLS

- Integrated Marketing Strategy
- Research-Driven Campaign Execution
- Creative Storytelling & Content Production
- Omnichannel Marketing
- Cross-Functional Leadership
- Brand Management

- Google Analytics
- Google Ads
- Facebook Ads Manager
- Hootsuite
- Mailchimp
- Canva
- Affinity
- MS Office
- Salesforce
- Basic HTML
- Adobe Creative Suite (Premiere Pro, Photoshop, After Effects, Audition, InDesign)

WORK EXPERIENCE

Digital Marketing Consultant

Consultant
Aug 2013 – Present

- Developed and produced multi-channel marketing campaigns for gaming, renovation, and lifestyle clients, enhancing brand storytelling and audience engagement.
- Directed creative ideation across copy, visuals, and video, aligning messaging with brand objectives and consumer insights.
- Coordinated cross-functional teams to ensure high-quality deliverables and efficient resource allocation.
- Analyzed performance metrics to refine campaign strategies, driving consistent improvements in organic reach and engagement rates.

Communications Specialist

Teleperformance Canada
(Volkswagen Campaign)
Nov 2019 – Present

- Led brand-consumer communication strategies, integrating creative input to strengthen the VW brand experience.
- Collaborated with design and marketing teams to produce on-brand collateral and streamline dealership communications.
- Maintained efficient feedback loops among creative, business, and client-facing units, improving overall response times.
- Monitored customer insights to guide content updates, ensuring higher engagement and bolstering brand sentiment.

Executive Content Producer

Nodwin Gaming
Oct 2016 – July 2019

- Produced large-scale esports content, overseeing broadcasts, sponsorship integrations, and audience engagement initiatives.
- Coordinated end-to-end production (pre-production, live events, post-production), managing budgets and cross-functional crews.
- Led creative ideation for B2B and B2C campaigns, leveraging data-driven insights to enhance viewership and sponsorship ROI.
- Maintained production quality by collaborating with stakeholders, streamlining workflows, and optimizing resources.

Sr. Producer, Presenter

Indus Vox Media
Jan 2015 – Aug 2016

- Developed and produced podcast series end-to-end, employing narrative-driven strategies to captivate diverse audiences.
- Coordinated with guest speakers, audio engineers, and writers, ensuring seamless episode execution and on-time releases.
- Led creative direction to refine segment themes, integrating listener feedback for continuous content improvement.
- Oversaw post-production editing, sound design, and mixing, ensuring a polished final product consistent with brand standards.

Copywriter /Producer

Jack in the Box Worldwide
Feb 2014 – Dec 2015

- Created compelling copy and campaign concepts for brands including Ray-Ban, PepsiCo, and Epic TV, aligning with core brand identities.
- Collaborated with art directors, producers, and account teams to develop integrated multimedia assets.
- Maintained brand consistency by adhering to style guidelines and overseeing cohesive messaging across channels.
- Contributed to campaign execution, providing strategic copy solutions that elevated engagement and strengthened brand recall.

Producer, Presenter

94.3 Radio One
May 2012 – Aug 2013

- Produced and presented a popular weekend radio show, maintaining a strong listener base.
- Developed creative ad scripts and branded content, leading to better recall and engagement for advertisers.
- Managed on-air promotions and collaborations, contributing to higher advertiser interest and audience participation.
- Ensured engaging programming and strategic content choices, leading to improved audience retention.

EDUCATION

Bachelor in Media Studies – Audio/Visual Production

Symbiosis International University, India | August 2013

LEARNING AND DEVELOPMENT

- Fundamentals of Digital Marketing – Google Garage Certified
- Digital Marketing – Udemy Certified

ACHIEVEMENTS

- Featured in a music video that surpassed 2 million views on YouTube, significantly raising digital engagement and reinforcing a strong personal brand.
- Produced, co-directed, and co-wrote the inaugural episodes of a groundbreaking docuseries on Asia’s first DreamHack in Mumbai, captivating audiences and sparking industry excitement.
- Pioneered the first mini-documentary on India’s inaugural International Street Fighter 5 athlete for RedBull India, showcasing a unique blend of creative vision and innovative storytelling.
- Played a key role in an award submission for a creative campaign that earned the prestigious Kyoorius Blue Elephant Award, reflecting excellence in integrated marketing and artistic execution.
- Achieved a 8th Kyu in Kyokushin Karate by defeating five opponents in consecutive full contact combat, demonstrating discipline, strategic thinking, and a competitive drive that translates to leadership in creative projects.

LANGUAGES

English, Hindi, Kashmiri

REFERENCES

Provided upon request