



GAURAV.S. KAPOOR

An IMC professional with over a decade of experience in managing varied & complex mandates

PROFILE

A performance driven and business savvy communications professional recognized for proficiency in handling operations with keen focus on accomplishment of company's mission & profitability targets. With expertise in spearheading product launches, brand communications and corporate reputation management, a consistent outperformer with an ability to create campaigns and drive strategies with limited resources.

CONTACT

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EDUCATION

MBA (Finance) – ICFAI University
B.E. Mechanical – Mumbai University

SKILLS

Strategy formation
Marketing communications
Media relations – New age &
Traditional
Investor communications
Crisis management
People management

WORK EXPERIENCE

Account Director **Ruder Finn India, Mumbai**

March 2018 – Present

Managing the fintech and corporate vertical of the company – from strategizing & streamlining the agency business to designing an integrated communications campaign for the clients. With the clients across digital payments, insurance and B2B sectors, the current role involves driving 360-degree media and analyst relations for the clients along with planning the career graph of five member team.

Account Manager **Adfactors PR, Mumbai**

March 2010 – March 2018

Manage corporate marketing and communications (media and investor in some cases) functions for clients across Consumer, BFSI, Media & Entertainment, Technology and Ports. Manage a three member team and responsible for their career map. Direct brand management, PR, media & investor relations, corporate positioning, product launches, advertising, and new business development.

ACHIEVEMENT

- Lead the team which won Gold for Fintech Marketing Campaign at IPRCCA2020 for the work on a merchant commerce platform, Pine Labs
- Winner of 2019 Young Pride Challenge organized by PRCAI & ICCO
- Conceptualized & executed a media & government advocacy campaign for leading payments network, Visa
- The team's work on a fintech (GREX) and agtech (RML AgTech) was shortlisted for Sabre Asia Pacific Awards in 2016 as well as 2017 and PR Week Awards 2017
- Spearheaded multiple new launches – OTT Platform (Eros Now), Travel Portal (Musafir), Bank (Equitas SFB) etc.
- Have been part of key capital markets communication projects – Tata Sons, Unilever Plc, Walt Disney etc.

HOBBIES

- Listening Music, especially EDM
- Travelling & Reading