ARNAV AGARWAL

Business & Operations Leader | Creative Production | Global Campaign Delivery

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EU Blue Card (Work Authorized) | German: A2 | English: Native

PROFILE

Senior advertising and creative production professional with 15+ years of agency and operations leadership experience across integrated marketing, creative production, and global campaign delivery. Proven expertise in campaign rollout, content adaptation, stakeholder management, and high-volume creative production workflows for international brands across FMCG, fashion, telecom, e-commerce, sportswear, and healthcare.

Experienced in managing cross-market campaign production, coordinating creative agencies, and delivering large-scale multi-channel marketing assets (POS, print, TVC, OOH, digital), with hands-on expertise in pre- and post-production, editing (Premiere Pro), colour, VFX/CGI (Flame), motion design (Adobe After Effects), and voice-over/sound production.

CORE COMPETENCIES

Production & Creative: Creative & Media Production | Content & Film Production | Print, POS, OOH, TVC & Digital Production | CGI & Post-Production | Adobe Creative Suite (Photoshop, InDesign, After Effects) | Figma

Project & Program Management: Project Lifecycle Management | Scope & Requirements Definition | Resource & Budget Management | Risk Mitigation & Quality Assurance | Status Reporting & Documentation

Leadership & Strategy: Stakeholder Communication | Cross-Functional Team Leadership | Process Optimization | P&L Ownership | Marketing Campaign Development | Multi-Channel Campaign Production

PROFESSIONAL EXPERIENCE

Business & Operations Centre Head (ICAC Manager)

Feb 2025 - Present

Alankit Global Germany GmbH | Munich, Germany

Joined following the closure of Tag Worldwide's European operations, moving into a broader operations leadership mandate spanning Germany and India.

- **Lead operational strategy, workflow management, and service delivery** for high-volume operations across Germany and India, overseeing 15,000+ service requests annually.
- Manage end-to-end delivery cycles across cross-functional teams, technology partners, and external vendors to ensure consistent SLA compliance and operational efficiency.
- Introduced **process automation and digital workflow enhancements**, increasing delivery output by **22%** using Visio, Asana, Figma, Adobe, and Microsoft Copilot.
- Owned P&L responsibility across European operations, **improving gross margins by 27%** through cost optimization and operational restructuring; built and led a 9-member internal production and technology team.
- Directed and mentored multicultural teams globally, introducing performance-linked KPIs and learning programs.

Senior Account Manager (India) → Project Manager & Producer (Germany)

Aug 2020 - Mar 2024

Tag Worldwide (part of Dentsu) | Bangalore, India → Hamburg, Germany

EMEA Production Lead for global brands including Unilever (Knorr & Clear). Specialized in rapid creative production and adaptation across POS, print, statics, and video (OOH, TVC, digital via VFX/CGI), collaborating with creative agencies and European market teams.

- Delivered **900+ global print, POS, TVC, and digital creative assets** and integrated campaign adaptations, ensuring brand consistency across multiple international markets.
- Managed end-to-end production, coordinating creative agencies, design teams, production vendors, and client stakeholders for high-volume, fast-paced projects across multiple European markets.
- Led cross-market content localization and asset adaptation, with expertise in pre- and post-production, editing (Premiere Pro), colour, VFX/CGI (Flame), motion design (After Effects), and voice-over/sound.
- Built strong client relationships with global brand teams, driving **24% business growth** through expanded campaign scopes.
- Reduced project risk and improved efficiency by 14% through strategic workflow enhancements and mitigation strategies.
- Oversaw a portfolio generating **€650,000** in annual revenue with a **43% net profit**.
- Conducted competitor research and market analysis to identify growth opportunities.
- Led cross-functional teams of 50+ globally to deliver 900+ content campaigns, improving project efficiency by 17% over committed SLAs.

Account Lead

Feb 2019 - Aug 2020

Schbang Digital Solutions | Bengaluru, India

- **Part of the team that took Cultsport, cult.fit's sportswear brand, from a blank page to launch**, with no existing brand equity to build on, shaping brand voice and go-to-market from zero in a crowded category.
- **Led the Myntra Insider Masterclass digital and OTT campaign**, translating a customer loyalty initiative into a content program for Myntra's fashion and e-commerce audience.

Senior Brand Manager
Apr 2017 - Feb 2019

Grey Group (Autumn Worldwide) | Bengaluru, India

Marketing and Operations Manager
Apr 2011 - Mar 2017

Dot Technologies | Bengaluru, India

SELECTED CAMPAIGN HIGHLIGHTS

Global TVC and digital campaigns for Unilever brands including Knorr, Clear, Ben & Jerry's, Vaseline, Dove, and Axe; digital and OTT campaign for Myntra Insider Masterclass (e-commerce & fashion). Additional brands: Dell, Jio, AB InBev, Freecharge, Tata Gluco Plus, Ching's Secret, Himalayan, Tata Coffee, Cultsport. Full portfolio and campaign links available on request.

EDUCATION

Master of Business Administration (MBA) - International Marketing Management **2011 - 2015**

South Asia University | Foreign qualification recognized in Germany (Anabin-listed)

APPENDIX: SELECTED CAMPAIGN PORTFOLIO

The following campaigns represent selected creative production and project management work across global brands. Video and article links provided for reference.

Unilever - Global TVC & Digital Campaigns (FMCG)

Clear: Capital, Chia, Clasico, Celadon, Caspian, Clarity, Deep Cleanse, Cashable Summer Men.

Knorr: Saffritto, Phoenix, Eativists, Eat More Veggies, Mealmakers, Ratatouille, Rich Flavour, Own Your Meal, Bouillon.

Ben & Jerry's: Cookie Dough, Peace Pop, 30 Years of Cookie Dough, Free Grazing.

Vaseline: Validity. | Dove: Masterbrand, Deo, Cleopatra, Zappy, Women Skin Care. | Axe: Fresh Glow.

Knorr - Selected Links

- **Entdecke deine Liebe für Gemüse:** https://www.youtube.com/watch?v=azYruIhQA7I
- https://youtu.be/8SxIxdfgbKs
- https://youtu.be/5ygcWcL2jz8
- https://youtu.be/1LKpqffZSms

Dove - Selected Links

- https://youtu.be/sF3iRZtkyAQ
- https://youtu.be/2ngESNoacxM
- https://youtu.be/pwIcuAUrbBM
- https://youtu.be/UNlqNP9-oWg
- https://youtu.be/0PUwLitCQGw
- **Award Article:** https://www.campaignlive.co.uk/article/dove-wins-marketing-society-brand-year-2022/1806193

Clear - Selected Links

- https://youtu.be/GSkZ_FoIvyQ
- https://youtu.be/lhLnCELRn9g
- https://youtu.be/reqC1ja_iG0

Myntra - Insider Masterclass (Digital & OTT Campaign, E-commerce & Fashion)

- **Case Study:** https://youtu.be/C6MsY5WSPz8
- **Article:** https://www.exchange4media.com/industry-briefing-news/myntra-launches-masterclasses-for-myntra-insiders-members-of-its-loyalty-program-102442.html

Other Brands Worked On

Dell, Jio, AB InBev, Freecharge, Tata Gluco Plus, Ching's Secret, Himalayan, Tata Coffee, Cultsport.