

Aadesh Lokhande

Mumbai | laadesh8@gmail.com | 8828371656 | [LinkedIn](#)

WORK EXPERIENCE

June 2023 - Present

Sr. Account Executive (Client Servicing)

White Rivers Media

- Grew **Crunchyroll India's** Instagram following by over **900%, from 15K to 250K**, through data-driven content strategies, targeted community engagement, and culturally relevant campaigns.
- Planned and managed influencer campaigns to promote Crunchyroll's USPs and support new show launches, driving awareness and user engagement across key platforms.
- Executed a high-performing Valentine's Day campaign for Crunchyroll, which led to a **10K follower** increase in one week and over **1 million organic views** on a single Instagram reel.
- Collaborated with internal and client teams to produce high-impact digital video commercials (DVCs), featuring **top-tier celebrities** like **Tiger Shroff, Rashmika Mandanna, Disha Patani, Ali Fazal and Rana Daggubati**.
- Managed and executed influencer campaigns for **Vijay Sales**, aligning anime content with brand messaging for improved engagement and reach. Also successfully led influencer strategy and execution for the **Apple Days Sale (iPhone)** and **Samsung S25** product launch.
- Coordinated promotional campaigns for **Zee Studios Marathi films**, including Dharmaveer 2, Yek Number, and Zohran, boosting both brand visibility and box office performance.
- Led content planning and on-ground execution at key events like **Comic Con India**, movie premieres, and exclusive screenings, creating dynamic, shoot-based content for social media and brand campaigns.

Account Executive

Dec 2022 - June 2023

Insomniacs

- Managed social media for **7+ real estate brands** including **Hiranandani Developers** and **VaibhavLaxmi Developers**, ensuring consistent brand presence and optimized engagement across platforms.
- Executed **influencer marketing** campaigns for key brands like Hiranandani for new project launch, driving targeted visibility and audience engagement in the real estate sector.
- Developed tailored content strategies and implemented paid marketing initiatives, resulting in measurable growth for each brand.

Social Media Intern

April 2022 - August 2022

AdEngage

- Executed a high-impact **marketing contest** for **Fern Samali** with **100+ participants**, driving strong engagement and brand visibility.
- Boosted engagement for **Blue Bird, Fariyas Hotel, and Sanvito** through online reputation management and targeted influencer marketing.
- Planned and scheduled social media calendars based on audience insights, optimizing content timing and platform performance.

EDUCATION

2022

Bachelor of Management Studies

Mumbai University

- Specialization: Marketing | CGPA: 9.30/10

SKILLS

Team Management	Sprinklr	Chatgpt
Video editing	Excel	perplexity ai
Canva and Photoshop	Gamma	TubeBuddy
Video shooting	Content Writing	