

POOJA SARANG

ACCOUNT DIRECTOR | CONTENT STRATEGY | BRAND STORYTELLING

1/27, Sagar Co-operative Housing Society, Near S L Raheja Hopsital, Mahim West, Mumbai - 400 016

SUMMARY

Media & Marketing Professional with 15+ years of experience across Advertising, Radio, Television, and Digital platforms. Skilled in brand strategy, 360° campaigns, content production, and client leadership. Proven track record of working with leading brands and delivering impactful, purpose-driven communication.

CORE SKILLS

- Brand Strategy & Client Servicing
- Content Strategy and Story Telling
- 360 Marketing Campaign
- Social Media & Digital Marketing
- Radio, TV & Digital Production
- Script Writing and Post Production
- IP Creation for Radio & Podcasts
- Team & Project Management
- AI Video Production

PROFESSIONAL EXPERIENCE

Account Director, Madison Loop Jan 2024 - Present

- Leading brand strategy, client servicing, and integrated campaigns for Caltex, Oberoi Realty, Asian Paints, McDonald's, and CCI Projects.
- Spearheading end-to-end campaign planning & execution across digital, social, and offline platforms.
- Building and nurturing CXO-level relationships with strategic solutions aligned to business goals.
- Collaborated with creative teams and clients like Oberoi Realty to deliver award-winning, AI-enhanced storytelling campaigns. Pioneered the use of AI video tools (Freepik, MidJourney) to automate marketing videos, cutting turnaround time by 40%.

Senior Content Producer | 91.9 FM Radio Nasha (HT Media) Jun 2016 – Jul 2023

- Spearheaded IP-led shows, branded content & 360° campaigns across on-air and digital.
- Developed social media strategies boosting audience engagement and brand presence.
- Scripted, produced, and supervised celebrity-led programs, podcasts and brand integrations.

Freelance Content Producer | UpGrad Oct 2021 – Nov 2021

- Handled post-production of digital content, video descriptions & playlist curation.

Freelance Creative Director | Work Ant Media (Zee5 – Hippi App) May 2020 – Oct 2020

- Directed and reviewed short-format content; collaborated with talent for timely delivery.

Associate Producer | Mtunes HD Jun 2015 – May 2016

- Produced feature shows, promos, and short-format digital content.
- Managed high-profile shows like Inch by Inch, Jashn-e, Style Tab, Asli Voice.

Associate Promo Producer | Star CJ Dec 2014 – Jun 2015

- Scripted, planned, and edited promos for on-air packaging elements.
- Managed daily tune-in promos and special features.

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1/27, Sagar Co-operative Housing Society, Near S L Raheja Hospital, Mahim West, Mumbai - 400 015

PROFESSIONAL EXPERIENCE

Assistant Producer | Zoom Entertainment (Times Network)

Jul 2010 – Oct 2014

- Produced non-fiction lifestyle and music-based shows like Style Strip and Superstar Superlives.
- Handled AFP shows for brands including Gillette, Filmfare, and L'Oréal and many others.
- Assisted on post production for Miss India & Miss Diva pageants.

Operations Manager | MLP Medinnovate Pvt Ltd

Jun 2007 – Jun 2009

- Oversaw operations, managed teams, and supervised project timelines.

Junior Operations Manager | Metkam Healthcare Pvt Ltd

Dec 2006 – Jun 2007

- Supported senior management in coordinating operations and workflow efficiency.

EDUCATION

PG Diploma in Mass Communication & Journalism | Garware Institute, Mumbai

B.Com – R.D. National College