



Syed Shozab Abbas

Brand Strategist

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in LinkedIn

👉 Strategy Portfolio

PROFESSIONAL EXPERIENCE

Brand Strategy Consultant - Freelance

Dec 2022 - Mar 2022 | Mumbai

Advised a premium bike shelters startup with 1Cr Annual Revenue for a Rebrand; Collaborated with ICICI Direct for trends, themes and opportunities to make their social media relevant and engaging

VMLY&R - The Glitch

Apr 2022 - Aug 2022 | Mumbai

Account Planning Manager

Brands: Lenovo, Ponds, Vaseline, Dove, Dream 11, Pine Labs

Understanding the digital landscape in categories like Skincare, Insurance, & Gaming to decode sharp consumer and cultural insights

Strong grasp of What's Trending and relevant digitally in the Category, Culture and Consumers with a Problem-based approach to strategy - always giving primacy to business and its consumers.

Business Pitches: Upstox (won), IIFL (won), IMDB, Aviva Insurance, Mayhem Gaming (MPL), Truecaller

L&K Saatchi & Saatchi

May 2021 - Jul 2021 | Mumbai

Account Planning Intern

Worked extensively on Hero MotoCorp. Performed consumer behaviour analysis & cultural research on pro-environment behaviour and threads of Heroism for the Master Brand; Assisted pitches and competition scans.

EDUCATION

MBA Integrated Marketing Communication - 9.18 CGPA

2020 - 2022 | Mumbai

KJ Somaiya Institute of Management

Imbibing the theoretical rigour of Marketing with deep knowledge across subjects - Planning for Integrated Marketing Campaigns, Brand Management, Marketing Frameworks (Eg. FCB, Identity Prisms), Consumer Behaviour & Psychology

Bachelor of Mass Media (Advertising) - 8.79 CGPA

2017 - 2020 | Mumbai

Ramnarain Ruia Autonomous College

The curriculum included Creative and Copywriting, Advertising, Brand Building, Sociology and Media Psychology, Consumer behaviour and Marketing. Check out my projects here [🔗](#).

STRATEGY PORTFOLIO

Click here [🔗](#) for interesting strategies & insights. Specific campaigns here - Netflix [🔗](#) and Kamasutra [🔗](#)

AWARDS

National Winner, FCB Ulka ComStrat [🔗](#)

Feb 2021

My team built the winning 360 degree GTM Communication Strategy for Nokia C3 in Rural India. Nokia's brand manager and FCB's strategic planners were the Judges. Link to Strategy document [🔗](#)

CERTIFICATES

Behavioural Economics
Ogilvy

Marketing Strategy
WARC

Applied Behavioural Science
Ogilvy

Brand Management
London School of Business

WPP Next Gen Leader
WPP

Adobe Premiere Pro
Udemy

Music Theory Grade 6
ABRSM

Songwriting
Berklee College of Music

TALK TO ME ABOUT

My Celebrity Moment [🔗](#) (Interviewed on my portfolio by Strategy thought leader Mark Pollard)

Songwriter and Guitarist (Playing for 12 years, writing for 12 weeks) | **My Painful Loyalty to Manchester United**

My Meme Page - a joke of a coping mechanism [🔗](#) | **Androgynous Fashion** (I have a jewellery box)