

DEVESH ROHMETRA

Social Media and Creative Lead

DETAILS

PHONE

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EMAIL

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LINKS

[Portfolio](#)

[LinkedIn](#)

AWARDS

ABBEY'S bronze (Shaadi.com)

Impact's Top 30 Under 30

Social Samosa 30 Under 30

Kyoorius (Swiggy)

Spike Asia (Agency of the year)

Agency Con (Agency of the Year)

mCubes (GoAir)

PROFESSIONAL SUMMARY

Leading Social Media and Creative with a proven track record in crafting and executing comprehensive strategies across diverse channels to meet strategic marketing objectives. Adept at collaborating closely with Social Media Managers, creative teams, and brand marketing to develop tailored social campaigns that optimize reach, engagement, and brand affinity. Skilled in staying ahead of trends, overseeing creative agencies, providing clear briefs for standout content creation, and leveraging internal partnerships for strategic social amplification that strengthens brand presence and drives business growth.

EMPLOYMENT HISTORY

Shaadi.com,
Associate Director Social Media & Creative

2022 — Present

- Established and developed in-house creative and social media teams from inception.
- Strategically drive brand messaging across all marketing channels.
- Formulated and executed a comprehensive social media strategy resulting in a 3000% increase in engagement and a 700% expansion in reach across platforms.
- Led social media presence for the CEO, leveraging opportunities such as Shark Tank to enhance brand visibility.
- Built and managed a diverse network of influencers, creators, production houses, and creative agencies.
- Responsible for managing PR activities for both the brand and personal PR for the CEO.

OLA,
Creative Director

2021 — 2022

- Directed brand messaging for Ola Mobility and Ola Electric.
- Successfully launched multiple new business verticals including Ola Foods, Ola Money, Ola Dash, and Ola Cars.
- Managed a 20-member creative team in collaboration with the marketing department to achieve business objectives.

KEY COMPETENCIES

Creative direction

Brand communication strategy

Social media strategy

Financial reporting

Vendor management

Cross-functional Collaborations

Influencer strategy

Production

Art Direction

Copy writing

Team management

Dentsu Webchutney,
Associate Creative Director / Senior Art
Director

Feb 2020 — Jan 2022

- Ran creative campaigns and social media communication for some top brands including Swiggy, Ikea, OKCupid, Sunfeast, YouTube, Oyo, Flipkart, MPL, Tanishq etc
- Won a Koorius for Swiggy social media
- Built and led a team of some top creatives in the industry

RepIndia,
Associate Art Director / Sr Visualiser

Mar 2018 — Feb 2020

- Led pitches and directed creative strategies for over 15 brands annually, including Tinder, MTV, VH1, Lenskart, Viacom, Suzuki, Freecharge, Adani, and Go Air.
- Established and supervised art teams across multiple brands.
- Authored award-winning scripts.

Life & Half, Visualiser

Dec 2016 — Jan 2018

- Designed and animated content for an in-house blog.
- Managed branding and art direction for brand content.

Jam and Ketchup, Visualiser

Mar 2016 — Aug 2016

- Developed branding and art direction for brand content.
- Conceptualized campaigns and films.

EDUCATION

Bachelors in Design (visual communication),
Sushant School Of Design

B.com pass, Delhi University

Class 12th, Air Force Golden Jubilee Institute