



Atul Vhale

Social Data-Driven Sports & Entertainment Marketing Consultant

atulvhale@gmail.com ✉

09004870028 📞

Mumbai, India 📍

linkedin.com/in/atulvhale in

@Twtul 🐦

a.vhale 📺

Helping rights holders, media owners, and brands to turn social media intelligence into actions

SKILLS

Social Media Listening

Content Strategy

Sports Digital Marketing

Sponsorship Strategy

Digital Analytics

Consumer / Fan Insights

Report Writing

Branded Content

Content Monetization

Influencer Marketing

Proposal Writing

Microsoft Office

Market Research

Copywriting

WORK EXPERIENCE

Account Director - Digital Intelligence

Nielsen Sports

07/2016 – 05/2020

Mumbai

Nielsen provides Media's data and insights across globe

Achievements/Tasks

- Managed and acted as a subject matter expert for the Nielsen Sports & Entertainment digital services & client delivery which shared 18-20% of total revenue
- Applied social media intelligence to strategize, evaluate, optimize, and grow sports properties & sponsorship media ROI
- Developed commercial playbooks/strategies for sports franchises - highlighting clear action plan on creating & optimizing digital sponsorship assets which would generate an additional revenue
- Devised research method using social data to assess athlete's reach, relevance and resonance which aided talent management agencies to sell/upsell the talent
- Automated the process of content tagging by implementing software otherwise done manually hence reducing Nielsen's cost and time up to 90%
- Authored an executive summary report on 'COVID-19 Impact on Indian Sports Social Media Landscape' which distilled actionable insights around media consumption & Fan engagement behavior

Reference: Ravi chavan, Managing Director - Nielsen Sports, India – 8108682293

Manager - Digital Intelligence

Repucom

06/2014 – 07/2016

Mumbai

Acquired by Nielsen, Repucom provided intelligence & measurement for sports & entertainment media property owners and sponsors

Achievements/Tasks

- Delivered weekly insights & intelligence to sports league owners enabling them to demonstrate the reach, relevance and resonance of property to external stakeholders and monetise digital content
- Developed social insights-driven content calendars for sports teams - assisting them to plan match day and non-match day content efficiently
- Used social media analytics & market research to recruit best-fit brand ambassadors

WORK EXPERIENCE

Social Media Community Specialist

Asymmetrique Communications

11/2012 – 06/2014

Mumbai

Asymmetrique is a new era brand building and performance marketing agency based in Mumbai

Achievements/Tasks

- Implemented marketing strategies for both B2B (business to business) and B2C (Business to consumer) client accounts on social media
- Executed range of creative activations across digital platforms to build a loyal community around a corporate brand
- Crafted authentic, humorous & engaging content updates on day to day basis for a fashion brand which had at least 30% share of total website traffic

Social Media Executive - Digital Services

ZoomFactor LLC

09/2011 – 05/2012

Mumbai

Zoomfactor (now shut) was a small firm created by global IT firm, NDS Global, only to cater digital services its in-house brands & products

Achievements/Tasks

- Managed and created content for Florida-based hotel & restaurant brand on Facebook, Twitter and blog
- Partnered with influential Florida based bloggers to host meetups, guest blogging, and social media campaigns that led to increase outreach & footfall of restaurant
- Conducted review tracking & sentiment analysis which was insightful for improving hotel & restaurant experience

Social Media Executive

Rikhav Infotech

03/2010 – 09/2011

Mumbai

Rikhav (now shut) owned several blogs & online communities to drive revenue through Google AdSense

Achievements/Tasks

- Built a loyal community of over 5,000+ bikers & car lovers on Facebook & Twitter which generated significant traffic on an automobile blog
- Executed creative campaigns across social and web platforms that generated user-generated content
- Implemented online reputation management (ORM) strategies for brands with a challenging online reputation crisis

EDUCATION

Bachelor of Computer Application

Tilak Maharashtra University

2006 – 2009

Pune

INTERESTS



Books - Sci-Fi



Board Games - Chess, Scrabble



Cycling



Farming



Trekking & Hiking



Cricket



Coffee Making



Working-out