

Rhea Soni

Creative Strategy Manager | Leading Teams into AI-Driven Workflows

Professional Summary

Creative Strategy Manager with **5+ years of experience** in digital advertising and ad-tech, **leading award-winning campaigns** for global brands across the **US, SEA, and India**. Specialized in interactive, mobile-first advertising, brand storytelling, and driving measurable business impact through cross-functional collaboration. Currently training teams to create AI-driven creatives efficiently.

Experience

Manager – Creative Strategy

mCanvas (Affinity Global) | Dec 2020 – Present | India

- **Led creative strategy and campaign ideation** for global brands including Walmart, Ford, Ray-Ban × Meta, Google, WhatsApp, ITC, and Nestlé.
- **Created AI workflows** to help with brand research and ideation.
- **Generated 100% AI made 30 second videos** for international brands by ideating the story, writing scripts, giving direction to the AI platforms used, generating audio and background music.
- Owned creative strategy for US-based clients, while **training and managing juniors** to better understand market expectations, cultural nuances, and performance benchmarks.
- **Drove \$20M+ revenue from US clients** through high-performing, interactive digital advertising campaigns and ideas that converted pitches to repeat campaigns.
- **Conceptualized award-winning gamified and sensor-led mobile ads**, delivering high engagement and measurable performance uplift.
- Owned campaigns **end-to-end from insight and concept to execution and delivery** ensuring timely launches through cross-functional collaboration.
- **Training the sales team** about our creative offerings, as well as my juniors in every day tasks.
- Pitched creative concepts and strategic frameworks to clients across UK, Germany, India, and North America.
- **Introduced weekly internal workshops** to upskill creative and design teams and elevate overall creative output.

Branding & Creative Strategist (Founding Board)

BePlutus, InCa Growth Partners LLP | May 2020 – Aug 2020

- Built brand strategy and corporate identity from the ground up.
- Developed content strategy and social media calendars aligned with brand positioning.

Awards

- **DATAMATIX Global Awards 2024 - Gold:** GrabFood Thailand
- **MOB-EX 2024 - Gold:** GrabFood Thailand
- **MOBEXX 2023 - Silver:** ITC Saffola Munchiez
- **GAMEXX 2022:** PayTM India vs WI & Realme 10 Pro
- **Dadasaheb Phalke Award 2018 - Best Animation Film:** The Game Of Life (Student)

Education

PG Diploma – Media, Advertising & Communication

ISDI WPP School of Communication | 2019 – 2020

Bachelor's in Mass Media

Mumbai University | 2016 – 2019

Advanced Design & Animation

MAAC – Ad 3D Edge

Tools: Photoshop, Illustrator, 3Ds Max, Maya, Premier Pro

Certificates & Extracurricular

User Experience: The Beginner's Guide

Completed a beginner's UX course from the esteemed Interaction Design Foundation in 2024 with an aim to better my campaigns and gain more knowledge.

World Youth Chess Championship X ISDI

Headed and organised chess workshops for 800+ students & an inter-school chess championship with 100+ students, all in 7 days to spread awareness about WYCC.

Core Skills

- Creative Strategy & Conceptualization
- User-Centric & Mobile-First Campaigns
- Cross-Functional Team Leadership
- GenAI (ChatGPT, Veo, Kling, Higgsfield, Elevenlabs, Claude & more)
- Copywriting & Creative Direction
- Ad-Tech & Gamified Advertising
- Client Pitching & Presentations
- Global Market Campaign Execution