

# Sagar Paranjpe

Marketing & Brand Communications Expert

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ex-Creative Director, ex-Head of Brand, now Managing Director

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## Professional Achievements

- **Saved RM7 million per annum for Malaysia Airlines** in ATL advertising agency fees by creating and successfully running a fully functional creative and social media team of Art Directors, Copywriters, A/V Production, Social Media managers and Project Management personnel.
- Achieved **savings of RM3 million per annum** in agency fees through renegotiation of contracts with BTL and Social media agency vendors.
- **Conceptualised, named and launched Journify**, a travel lifestyle platform by Malaysia Airlines - a startup within the GLC.
- Achieved **1.14 million visitors to Journify** in **six months** (July - December) with a limited budget and achieved **RM1.8 million** in revenue in the same period.
- Launched an immensely successful gamification campaign for the staff, where we went from zero places and points of interest on the Discover page on Journify on the 1st July 2022 to **over 10,300 places and points of interest** by 31 July 2022.
- Led the development of Journify's UI/UX for the first releases of the website & app and consequently the upcoming releases.
- Launched the "[Sounds of MH](#)" campaign during the pandemic that provided an immersive ASMR experience to the travel-starved consumer. The campaign achieved major success for Malaysia Airlines as it was covered in all major publications where we received a **PR value of over RM3.4million** and **exposure to over 1.75 million followers**.
- Launched the internationally successful [Malaysia Airlines Safety Video](#) in collaboration with Tiara Jaquelina to promote the Malaysian Performing Arts scene internationally. We worked with over 50 Malaysian achievers and celebrities - all this

on a pandemic level budget.

- **Launched [TheSelina X MAG Sustainable Tomorrow](#)** - an upcycling project with five high fashion bags that were created with the use of airline scrap material such as leather seats, cabin crew uniforms and more. Launched at the fashion showcase cum fireside chat that included eminent personalities from the business world, the **limited-edition bags sold out in three days.**
- **Won 7 Marketing Excellence Awards** at Malaysia Airlines in 2022
- **Won 2 Youtube Awards** at Malaysia Airlines in 2022

## Work Experience

### [Bonsey Jaden Malaysia](#)

*Managing Director - October 2022 till present*

- Full ownership of P&L accountability, budget planning and cost management
- Spearhead new business development initiatives.
- Cultivate a positive and productive company culture through effective communication, team building, and employee recognition programs.
- Lead a team of 60+ employees, providing guidance, support, and mentorship to ensure high-quality work and excellent client satisfaction.

### [Malaysia Airlines](#)

*Head of Brand, Strategy & Creative - August 2018 - August 2022 (4 Years)*

- Led a team of 24 people from brand, performance, creative, social media and audio-visual production.
- Lead Marketing for Journify.
- Lead Brand, Strategy, Social Media & Creative for Malaysia Airlines.
- Manage the marketing P&L and develop marketing plans.
- Review campaign concepts and communication, ensuring deliverables effectively address marketing goals and challenges.
- Track and analyse marketing and website funnel performance on Adobe Analytics.
- Manage key stakeholders such as Revenue Management, Global Sales, Design Lab, Ancillary and Corporate Affairs.

- Present to Group EXCO and Board level.
- Develop RFTs and subsequently manage external vendors such as media, advertising, adaptation & social media agencies for Journify & Malaysia Airlines.
- Develop brand, destination, tactical and product positioning for integrated marketing campaigns, for local and international markets for Malaysia Airlines.
- Develop partnerships with the intention to promote cost relief to the company.
- Work closely with tourism partners such as Tourism Malaysia and various state tourism bodies.
- Lead branding and communication for MAG's Sustainability Programme.
- Conduct Corporate Reputation and Consumer Communication research with external research agencies - Kantar and Frost & Sullivan

### **Hogarth & Ogilvy, Malaysia**

#### *Head of Creative*

March 2016 - July 2018 (2 Years 5 months)

- Led a team of art directors, copywriters and designers to conceptualise and execute creative ideas for various clients that included Nestlè, INTI University, Huawei & Maxis Shopper & Retail Marketing.
- Won two Effies - Effectiveness Awards for Huawei

**Note:** I was transferred from Geometry Global to H&O, within the Ogilvy Group.

### **Geometry Global, Malaysia**

#### *Associate Creative Director*

January 2014 – February 2016 (2 years 2 months)

- Lead a small team of an Art Director and a Copywriter to conceptualise and execute creative activation ideas for various clients that included Cadbury, Magnum Ice-creams, Hyundai, Nissan, Moët-Hennessy Diageo, Lost Animals Souls Shelter and more.
- Awarded Finalists at Cannes and won multiple awards for Dragons of Aisa & Malaysia.

**Note:** After G2 (Grey Group) merged with the Ogilvy Action (Ogilvy Group) to form Geometry Global I was transferred to Geometry.

### **Grey Group, Malaysia**

#### *Creative Group Head*

March 2012 – December 2013 (1 year 10 months)

Partnered with an Art based Creative Director to lead and conceptualise creative advertising

for clients such as FMCG brands like Joy Dish Washing Liquid, Sensodyne, Tiger Beer, Kilkenny & Strongbow.

#### **J. Walter Thompson, Malaysia**

*Senior Creative/Words*

April 2010 – August 2011 (1 year 4 months)

Conceptualise and write for a small set of big clients such as HSBC Premier, Nestlè Ice-creams - Drumstick, Matkool & La Cremeria and Tourism Malaysia.

#### **Grey Group, Malaysia**

*Copywriter*

April 2008 – April 2010 (2 years)

Conceptualise and write for one client DiGi Telecom Malaysia where we worked on launch campaigns for the brand, Enterprise and the migrant sector.

#### **Grey Group, Thailand**

*Copywriter*

January 2007 – April 2008 (1 year 3 months)

Conceptualise and write for Sensodyne, Thanachart Bank & AIS Telecommunications.

#### **DDB, Auckland**

*Copywriter*

June 2006 – December 2006 (6 months)

Conceptualise and write two clients - MOTAT (Museum of Transport & Technology) & SKY TV.

#### **Colenso BBDO, Auckland**

*Copywriter*

March 2005 – May 2006 (1 year 2 months)

Conceptualise and write for three main clients - Air New Zealand, V Energy Drink & Trumpet Ice-cream

#### **FCB, Auckland**

*Internship Copywriter*

November 2004 – Feb 2005 (6 months)

Did my three-month internship as a copywriter for three clients - Heineken, Mitre 10 DIY Store, Cancer Society NZ.

#### **Baazee.com, Mumbai (Now eBay India)**

*Assistant Brand Manager*

May 2001 – September 2002 (1 year 4 months)

Was in charge of executing advertising communication campaigns by liaising with advertising, media and PR agencies. Was also in charge of developing enticing

communication on the website to attract and retain website users.

### **Ogilvy Advertising, Bangalore**

*Assistant Account Executive*

April 2000 – April 2001 (1 year)

Learning the ropes in my first job, my client was Bru Coffee for Unilever. Here I learned everything about advertising communications, media planning, final artworks, photo & video production, client relationships and stakeholder management.

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## **Accomplishments**

### **Keynote speaker at Content 360 (2021)**

Topic - Stop Selling, Start Solving: Establishing brand loyalty in the era of redefined value.

### **MARKies Awards Jury (2020)**

### **1st Round Jury at Youtube Awards (2020)**

### **Mumbrella Asia Awards Jury (2019)**

### **Malaysia Airlines**

- Icon - Putra Brand Awards 2020
- Platinum - Putra Brand Awards 2019 & 2020 & 2021
- Gold - PATWA 2019 for Best Airline in Asia
- Gold - Marketing Excellence Awards 2019

### **APAC Effies (2017)**

Huawei Technologies

- Bronze – Consumer Electronics and Durables
- Bronze – David vs Goliath

### **PMAA Dragons of Asia (2015)**

Lost Animal Souls Shelter - True Fans

- Gold Dragon of Asia

### **PMAA Dragons of Malaysia (2015)**

Lost Animal Souls Shelter - True Fans

- 1 X Gold
- 3 X Silver

### **Cannes Lions (2014)**

Lost Animal Souls Shelter - True Fans

- Finalist Cyber Lions

- Finalist Media Lions

## **Education**

### **Master of Business Administration (1998 - 2000)**

Symbiosis Institute of Business Management, Pune.

### **Bachelor of Commerce (1995 - 1998)**

Pune University

### **Digital Marketing (2017)**

Hyper Island Certification

### **Diploma in Creative Advertising, Copywriting (2004)**

Axis AdSchool, Auckland

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## **Additional Information**

Residence Pass: Malaysia

Citizenship: New Zealand

Relocation: Ready to relocate