

MITHIL BALKRISHNA A

ACCOUNT DIRECTOR | CLIENT & BUSINESS LEADERSHIP | INTEGRATED BRAND COMMUNICATIONS

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PROFILE

Account Director with about 8 years of experience leading client relationships, integrated brand communication and cross-functional delivery across advertising. Currently at Ogilvy India, managing PAN-India portfolios across FMCG, mobility, fashion, hospitality and consumer brands, with experience across multi-crore campaign budgets and multi-brand retainers.

Known for bringing clarity to ambiguous briefs, building trusted client relationships and aligning creative, planning, strategy, production and leadership to get work done under pressure without compromising quality. Experienced across integrated campaigns, brand communication, stakeholder management, team leadership, scope expansion and end-to-end campaign delivery.

CAREER HIGHLIGHTS

- Leading Ogilvy India's Instagram presence; driving the planning and strategy for the LinkedIn page in collaboration with the APAC Communications Head
- ₹3-5 Cr. Campaign/production budget responsibility • ₹ ~2 Cr. Multi-brand retainer portfolio • 13+ PAN-India brands
- 300 K+ cumulative followers gained across platforms • 1.89 M+ views - Nestlé Nangrow's What's Growing On?
- 61.3L+ Views - MG Cyberster launch

Awards: Trendies Awards '26 | Influencer Marketing Awards || Nestlé Nangrow

- Brand of The Year
- Excellence in Podcast Collaboration
- Health & Wellness Sector

Trendies Awards '26 | Brand Disruption Awards '26 || Nestlé Nangrow

- Most Disruptive Brand Storytelling

EXPERIENCE

OGILVY INDIA – Mumbai

Account Director | Apr 2024 – Present

- *Group Account Manager* / Apr 2023 – Mar 2024
- *Senior Account Executive* / Nov 2021 – Mar 2023

- **Leads client and business relationships** across PAN-India brand portfolios, connecting clients, creative, planning, strategy, production and senior leadership to deliver integrated brand communication.
- **Owns the account lifecycle** from brief interpretation and clarification through team debrief, creative development, client presentation, execution and release, with active involvement at every stage.
- **Managed a ~₹2 Cr multi-brand retainer portfolio** across Montra Electric, Nestlé Nangrow and Fiamma, balancing always-on mandates, campaign priorities and senior client relationships.
- **Coordinates a cross-functional working ecosystem** of 6 copywriters, 8 designers, 2 planners and 2 juniors, with 2 direct reports, while **maintaining alignment with senior agency leadership and external partners**.
- Serves as the primary bridge between agency and client, translating business requirements into actionable briefs, filtering feedback, resolving ambiguity and protecting delivery timelines and quality.
- **Built trusted client relationships by adapting** to stakeholder **working styles** and **decision-making patterns**; act as a go-to partner when clients need urgent solutions, guidance or help navigating internal constraints.
- **Managed ₹3-5 Cr campaign/production** responsibility for Nestlé Nangrow's What's Growing On?, coordinating the production house, client, creative leadership, writers and production stakeholders through development and final release.
- Helped take What's Growing On? from early concept development through five-episode production and YouTube release; the series generated **1.89M+ views, 8.4K+ engagements and 4.7% engagement rate**, ultimately winning awards.
- Led client and agency coordination for the MG Cyberster launch, contributing to **61.3L+ views, 3.14L+ likes and 5.12% engagement rate**.

- Identified **opportunities to expand existing mandates**, including converting a Montra Electric New Year/Christmas brief into two campaigns across 2.5 weeks, extending the original scope.
- Resolves competing client and internal priorities by establishing clear sequencing, identifying dependencies and creating practical delivery plans rather than simply escalating constraints.
- Resolves creative conflicts by balancing brand requirements, creative intent and execution realities; contribute directly to copy and creative development when required.
- **Leads the strategic evolution of Ogilvy India's Instagram and LinkedIn**, working to shift the page from templatised communication toward a more social-first brand presence; contributed to 2K+ organic follower growth in one week.
- Manages live social coverage for Ogilvy India during award events and contribute to ongoing content and platform direction.
- Creates delivery solutions under compressed timelines by challenging unrealistic turnaround expectations, introducing progressive approval checkpoints and reducing feedback loops; successfully delivered a long-format video on the same day despite an initially unclear brief.
- Leads teams through autonomy and accountability rather than micromanagement, maintaining visibility on priorities, timelines and output while giving teams ownership of execution.

Select portfolio: Ogilvy India · Fama by ITC · Nestlé Nangrow · Nestlé Lactogrow · Montra Electric · MG Select · Indulekha · Livon · Hilton Hotels · Pantaloons · Movin · Protean · Rustomjee · Nimyle · Vivel by ITC · Skechers

BNH TRADERS LLP – Mumbai

Digital Marketing Manager / Feb 2020 – Oct 2021

- Built and managed marketing, content and business processes within a start-up environment, working across content development, website management, sales and operations.
- Managed content from ideation through execution, coordinated website development with external developers and established processes for ongoing marketing activity.
- Built early sales and operational systems while coordinating inventory, logistics and customer acquisition activities.

SIA JEWELS – Mumbai

Digital Marketing Executive / May 2019 – Feb 2020

- Managed brand marketing requirements across website, content and customer acquisition initiatives.
- Worked across website development, search visibility and paid marketing while coordinating broader business and operational requirements.

IMPACT GURU – Mumbai

Digital Marketing Executive / Sep 2018 – Apr 2019

- Managed off-page SEO, backlinking and native advertising initiatives supporting brand visibility and acquisition.

HOT MUGGS – Mumbai

Sales & Marketing Executive / May 2017 – Nov 2017

- Managed sales and marketing activities, developing early experience across customer relationships, commercial conversations and business development.

EDUCATION

Master of Business Administration – Marketing | 2018

St. John Institute of Management & Research • 7.83 CGPA • A Grade • 2nd Runner-up, TIMA ETS 2017

Bachelor of Science – Information Technology | 2016

Viva College of Arts, Commerce & Science

PROFESSIONAL DEVELOPMENT

Google / Digital Guru – 2026: AI for Branding & Creative • Agentic AI for Marketing • Creative Module • AI for Measurement • Gemini • Introduction to AI

CORE EXPERTISE

Client & Business Leadership • Integrated Campaign Management • Brand Communications • Client Relationship Management • Stakeholder Management • Cross-functional Leadership • Creative Development • Campaign & Production Management • Budget & Scope Management • Business Growth • Team Leadership • Negotiation • Conflict Resolution • Agency Operations