

RAVI LODHIA

909-524-9999 | ravidlodhia@gmail.com | www.linkedin.com/in/ravidlodhia | www.ravidlodhia.com

SUMMARY

Strategic account leader with 7+ years of experience driving creative marketing campaigns for industry-leading brands. Proven track record of building strong client relationships, fostering collaborative teams, and delivering tangible results.

EDUCATION

Chapman University: B.A. Advertising & Psychology May 2018

Stanford University: High School Summer College Jun - Aug 2011

EXPERIENCE

Trailer Park Group: Account Supervisor (Contract) Brand Marketing - Hollywood, CA May 2025 – Present

- Lead integrated campaigns for Macy's, driving strategy, creative, and execution to boost brand engagement
- Delivered a high volume of social, digital, and video content on tight timelines, supporting Macy's rebrand
- Pitch and execute influencer collaborations from outreach to content approval for branded campaigns

Clinch: Client Success Manager, Digital Marketing - New York, NY Feb 2024 – Jan 2025

- Served as lead manager on the company's largest auto account, overseeing all digital marketing executions
- Managed Hyundai's in-market campaigns, driving measurable impact through dynamic creative optimization (DCO), data-driven performance enhancements, and streamlined workflow processes that increased speed to market

INNOCEAN USA: Account Executive, Brand Marketing - Huntington Beach, CA Mar 2022 – Feb 2024

- Oversaw strategic planning, production, post, creative review, and execution of integrated campaigns (TV/video, branded content, social, OOH, print, radio, and display) for the agency's largest client, Hyundai
- Conducted daily communication and built strong relationships with clients, partner agencies, and internal stakeholders, leading to speedy approvals/launches in a very fast-paced environment
- Partnered with iHeartRadio to execute a high volume of branded content shoots featuring high-profile influencers
- Responsible for client billing, including creating project estimates, handling revisions, and reconciliation

Canvas Worldwide: Account Strategist, Digital Marketing - Playa Vista, CA Jun 2021 - Mar 2022

Account Associate, Digital Marketing - Playa Vista, CA Mar 2020 - Jun 2021

- Led 20+ integrated campaigns annually, overseeing \$15M+ in cross-channel media to drive record-breaking sales
- Analyzed campaign performance data to drive optimizations focused on increasing HVAs on the Kia website
- Built media plans, led creative trafficking, and presented data-driven recommendations to clients and partners

The Walt Disney Company: Account Coordinator (Contract) Integrated Marketing - Glendale, CA Jan 2019 - Sept 2019

- Collaborated with Marvel partners to develop social-forward brand campaigns across toys, games, and collectibles
- Executed influencer partnerships for Avengers: Endgame, driving engagement for a record-breaking global release

Amusement Park: Brand Strategy (Intern), Integrated Marketing – Santa Anna, CA Aug 2017 - Jan 2018

- Developed consumer, market, and competitive insights to define strategy and identify target audiences

TECHNICAL PROFICIENCIES

Software: Microsoft Office, Apple (Keynote, Pages, Final Cut Pro), Adobe (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects), Google Workspace, Prisma, WordPress, Final Draft, Smartsheet, Basecamp, Asana, Airtable, and Salesforce

Social: Instagram, X, TikTok, YouTube, Facebook, Pinterest, Brandwatch, Netbase, Captiv8, Khoros, Sprinklr, Sked Social