

# RAVI LODHIA

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## SKILLS

Client Management, Brand Strategy, Paid/Organic Social Media, Project Management, Pre-Production, Production, Post-Production, Event Planning, Media Planning, Programmatic, Data Analysis, Web Design, Copywriting, and Graphic Design

## 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) Social Media Marketing - Hollywood, CA May 2025 – Present

- Lead social campaigns for Macy's, driving strategy, creative, and execution to boost brand engagement
- Manage a high volume of paid social 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

- Acted as lead manager on the Hyundai account, overseeing campaign execution across digital channels
- 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 the strategic planning, production, creative review, and execution of marketing initiatives (TV ads, branded content, social posts, print ads, digital banners/videos, etc.) for the Hyundai account
- 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

- Managed 20+ integrated campaigns annually, overseeing \$15M in spend across social, digital, and traditional media
- 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) Brand/Social 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), Social Media Marketing – Santa Anna, CA Aug 2017 - Jan 2018

- Crafted weekly compelling blog and social media posts aligned with brand strategy, driving audience engagement

## TECHNICAL PROFICIENCIES

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

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