

# Zubin Bhesania

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## ACCOUNT/PROJECT LEADERSHIP + BRANDING + DIGITAL + MAR-COM + 360-EXECUTION + INTERNATIONAL

Unique east-meets-west international perspective spanning three continents > Brand-centric, fiscally astute, agency grounded leader who manages win-win client relationships > Strategic, multi-cultural, creative project manager > Directs branding, website, digital, marketing and advertising initiatives from inception to completion > Expertise across the B2B/C spectrum > Problem-solver that understands today's 24/7 brand relationship business > Adaptable, can-do, collaborative teammate who dives in and gets hands dirty > Equally comfortable in the trenches as in the boardroom

Countries Lived: 6 Industries Served: 24 Clients Served: 150+

### EXPERTISE

- > Account Leadership, Client Service, Project Management
- > Brand: Creation, Evolution, Management
- > Integrated: Marketing, Communications, Advertising
- > Strategy, Positioning, Creative, Messaging
- > Internal Communications, Employee Engagement
- > Financial Stewardship, Business Startup & Growth

### SOLUTIONS

**Brand Management:** Led strategy, creative and development teams, delivering potent marketing collateral and campaigns.

**Brand Evolution:** Repositioned existing brands and websites, renewing image for competitive edge and accelerated growth.

**Brand Creation:** Orchestrated through-the-line, branding, digital and marketing solutions for introductory brands.

### EXPERIENCE

|  |                     |                         |             |
|--|---------------------|-------------------------|-------------|
| <b>Partner, Client Engagement</b>          | Pixel Positive      | Atlanta, GA             | 2017 –      |
| <b>Project Lead</b>                        | Coca-Cola Studios   | Atlanta, GA             | 2015 – 2017 |
| <b>Director, Brand Communications</b>      | Denmark             | Atlanta, GA             | 2014 – 2014 |
| <b>Account Director, Digital</b>           | Intermark Group     | Birmingham, AL          | 2013 – 2014 |
| <b>Account Director</b>                    | EM2 Brand           | Atlanta, GA             | 2010 – 2012 |
| <b>CEO / Client Service &amp; Strategy</b> | IdenDesign          | Bahrain                 | 2007 – 2009 |
| <b>GM / Client Services Director</b>       | Artobrand           | Bahrain                 | 2003 – 2007 |
| <b>Account &amp; Media Manager</b>         | The Media House     | Dubai                   | 2000 – 2003 |
| <b>Media Manager, Planner &amp; Buyer</b>  | Various Ad Agencies | Atlanta, Dubai, Toronto | 1990 – 2000 |

### INDUSTRIES

Architecture, Automotive, Aviation, Banking, Consumer, Education, Electronics, Energy, Event, Finance, Fitness, Government, Healthcare, Hospitality, Human Resources, Information Technology, Insurance, Nonprofit, Pharmaceutical, Real Estate, Retail, Media/Entertainment, Sports, Travel/Tourism

### KEY CLIENTS

AIG, Audi, Bank of Dubai, Blue Cross Blue Shield, Emirates Airline, Federal Government of Canada, Formula One, Georgia Perimeter College, GlaxoSmithKline, Habitat for Humanity, Hilton, Kuwait Petroleum, Porsche, Samsung, Sensodyne, Showtime, The Coca-Cola Company, The Ritz-Carlton, Unilever, United Nations

[Success Stories →](#)

### SUCCESS STORIES: B2B

**The Coca-Cola Company** (3,800+ products): Accelerated global organizational change and transformed retail customers' perception from being merely transactional to attentive, invaluable marketing partner by branding unprecedented Retail Value Proposition – *The Coca-Cola Commitment* – creating comprehensive retail communications platform.

**United Networks**: Increased share by 15% and attained market dominance among corporate and consumer audiences by reengineering leading internet-data-satellite-media provider, creating positive touch-point experiences starting with naming and brand architecture strategy, capitalizing on innovation of products and exploiting customer confidence.

**AIG**: Strengthened company resolve for providing exceptional customer experience by branding, launching *Claims Lab* – AIG's global innovation engine focused on improved claims processing, building employee engagement across 90 countries via leadership development and workplace enhancing programs and communications.

**National Petroleum Services**: Vitalized NPS (engaged by Shell, Total, ConocoPhillips and others), creating mega parent brand by combining strengths of three merged petrochemical companies under consolidated, one-source solutions umbrella, designing cohesive sub-brand architecture system; making group largest service provider of kind in region.

**IdenDesign**: Started up branding/creative agency for multi-national holding company and reached breakeven in Q3, expanding business 12% to \$.6 million during inaugural year.

### SUCCESS STORIES: B2C

**Blue Cross Blue Shield**: Drew 300,000+ visits in first week of website launch, deepening member engagement, facilitating customer retention/acquisition with 12% increase in online applications, developing digital initiatives to alter brand positioning from Insurance Provider to personalized, Health and Wellness Partner.

**Audi**: 21% boost in regional sales realized by repositioning 'S' model range across Middle East, conceiving multi-lingual campaign's sophisticated, sporty, tone, ultimately growing agency's client representation from 9 to 14 countries.

**Formula 1 Grand Prix**: Launched first ever F1 experience in Middle East with simultaneous brand creation and roll-out of region's foremost and technologically advanced race track – *Bahrain International Circuit* – selling out world's most prestigious racing event and putting Bahrain in global spotlight.

**Platinum Tower**: Spearheaded vision, strategy, branding and multi-lingual promotion of 29-story, \$66 million premium commercial property, achieving unprecedented 100% sellout within four weeks from launch, when 50% was typical.

**X3 Sports** (rapidly growing fitness clubs): Brought their "inner warrior" spirit to light with a comprehensive brand evolution of look, feel, tone and messaging, resulting in a 40% increase in membership sales.

### EDUCATION

|                                     |                      |                 |
|-------------------------------------|----------------------|-----------------|
| <b>BBA</b> : Marketing & Management | Northwood University | Midland, MI     |
| <b>AA</b> : Advertising             | Northwood University | Midland, MI     |
| <b>AA</b> : Business Administration | Cyprus College       | Nicosia, Cyprus |