



LEO FERNANDES

Creative Content Strategist
Full-Funnel Marketing Expert
Gen AI-Driven Digital Leader



My Contact

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☎ 9819826431

📍 Kalyan, Thane, Mumbai

🌐 [Portfolio](#)

Top Skills

- Brand Positioning
- Communication Idea
- Full-Funnel Content Strategy
- Competition Analysis
- AI-led Content Creation
- Email & WhatsApp Marketing
- Website Audit & Content
- Influencer Marketing

Courses & Certifications

- Research & Write Using AI Tools, LinkedIn
- Learning SEO Foundations, LinkedIn Learning
- Designing A Presentation, LinkedIn Learning
- Google Looker Studio, LinkedIn Learning
- Meta Ads Mastery Course - YouTube
- ChatGPT For Marketing - YouTube

Education Background

- Post Graduate Diploma in Management,
Welingkar University, Mumbai
Media & Advertising ~ 2014 - 2016
- Bachelor of Engineering,
Rajiv Gandhi Institute Of Technology, Mumbai
Instrumentation ~ 2006 - 2009

About Me

Digital marketing leader with 10+ years of experience in B2C, B2B, and D2C.

Skilled in copywriting, social, paid, and full-funnel strategy, I craft campaigns that merge creativity with performance.

Proven ability to plan, lead end-to-end execution and deliver measurable outcomes.

Professional Experience

Deputy General Manager – Digital Media

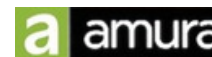
Dec 2024 - Present | Mumbai, India



- Heading the Digital Client Solutions department, responsible for pitches and execution of brand campaigns and national digital IPs.
- Leading a team of copywriters, strategists, designers and video editors.
- Planning and managing solutions across Google, Meta, Spotify, Influencer Marketing, Radio City Website
- Collaborating with sales, clients & vendors to drive digital innovations.

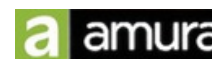
Associate Creative Director - Copy

April 2021 - Nov 2024 | Pune, India



- Led the Copy and Content team to achieve marketing objectives of over 50 accounts.
- Developed high-impact digital marketing campaigns for leading brands across various industries - B2C, B2B, D2C and e-Comm.
- Collaborated with PPC, Design, SEO teams to ensure success of new pitches & seamless execution of campaigns.
- Utilized performance marketing analytics for continual optimization of campaigns.

• Amura Marketing Technologies, Pune
Copy Team Lead | Dec 2018 - March 2021



• Social Konnect - Senior Copywriter
Sept 2017 - Nov 2018 | Mumbai India



• L&K Saatchi & Saatchi - Senior Copywriter  SAATCHI & SAATCHI
Feb 2017 - Aug 2017 | Mumbai India

• Hansa Cequity - Copywriter
Feb 2015 - Feb 2017 | Mumbai, India





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Key Achievements

- Helped achieve new digital revenue benchmark of 7.24Cr. in H1-2025
- Successful planning & execution of multiple Radio City IPs, generating over 1 Cr. IP revenue from digital media in H1
- Helped generate INR 12Cr in D2C sales revenue for Symphony Air Coolers (Amura)

Tools & Platforms Proficiency

Research & Insights

- ChatGPT, Perplexity - Audience insights, brand & competition analysis
- Meta Ads Library, Google Ad Transparency - Competitor ad benchmarking

Content Generation

- Midjourney & Nano Banana - Images
- Napkin AI - Infographics
- Google Veo 3, Runway ML - videos

Design & Presentations

- Canva - Social media creatives, brand decks, collaterals
- Gamma - Quick presentations

Latest Work



My Philosophy

I believe in leading with clarity & accountability, balancing creativity with business outcomes. Audience insights sit at the heart of every campaign, while analytics provide the guardrails to keep execution disciplined and results-focused.

[Explore More](#)