



LEO FERNANDES

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



My Contact

✉ leofernandes86@gmail.com

☎ 9819826431

📍 Kalyan, Thane, Mumbai

🌐 [Portfolio](#)

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Top Skills

- Brand Positioning
- Campaign Ideas & Planning
- Full-Funnel Content Strategy
- Content Analysis & Creation
- AI-led Content Creation
- Performance Marketing
- Email, WhatsApp Marketing & ABM
- SEO & SMM Content
- 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

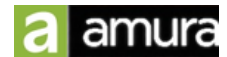
Dec 2024 - Present | Mumbai, India



- 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

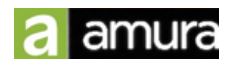
April 2021 - Nov 2024 | Pune, India



- 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



Senior Copywriter

Sept 2017 - Nov 2018 | Mumbai India



Senior Copywriter

Feb 2017 - Aug 2017 | Mumbai India



Copywriter

Feb 2015 - Feb 2017 | Mumbai, India





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Key Achievements

- Helped achieve new digital revenue benchmark of 50L in Q1-2024
- Successful planning & execution of three Radio City IPs - Reelstars, Cricket Ka Blockbuster & Business Titans
- 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

- Ideogram, Midjourney - Images & visual references
- Napkin AI - Infographics & data storytelling
- Google Veo 3 - video content creation

Design & Presentations

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

Latest Work



[Explore More](#)

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.