



HENSILA BANGERA



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Address: Dubai, UAE

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DOB: 30 January 1991

Languages Known: English, Hindi & Gujarati

Strategic Planning

Brand Building

Social Media

Digital Campaign

Team Leadership

Performance Marketing

Client Relationship Management

Cross-Functional Collaboration

Profile Summary

I don't just market brands—I transform them into stories people remember.

With 12+ years of experience across **hospitality, healthcare, fintech, wellness, and lifestyle**, I bring a unique blend of strategic insight, creative clarity, and calm leadership. I've built high-performing teams, led award-winning campaigns, and developed digital ecosystems that grow with purpose.

Now based in Dubai, I'm seeking leadership roles where I can drive impact through smart strategy, human-centric content, and data-backed decisions.

Experience

Branding & Marketing (Digital-first) | Consultant 2022 - Present

- Provided end-to-end **brand and marketing strategy (primarily digital & social)** consulting for startups and agencies across wellness, fintech, and lifestyle. Included **planning and execution** of strategies.
- In **Dubai**, I successfully launched a performance-led digital campaign for Danceverse—a Latin dance academy entering the UAE market—achieving 65+ registrations and 18 full-course signups in just 15 days. This hands-on experience gave me unique insight into the city's consumer behavior, digital responsiveness, and premium segment engagement, strengthening my understanding of the local market landscape.
- Supported brands and agencies like Gateways Overseas, Numel Solutions, and Creative Khichdi with tailored strategy, digital audits, content frameworks, and brand storytelling.
- Consulted for agencies including Dentsu and A&R to share digital marketing expertise and insights.
- Created a brand refresh strategy to position Seacod as relevant among Millennials and Gen Z, improving engagement and recall, growing Instagram from **300 to 5,000+ followers** organically and increasing brand mentions through influencer UGC.
- Scaled **@krushmi.chheda** from **1K to 10.6K+ followers in 2 months with IPL-aligned nutrition content** for India's top athletes.

Digital Media Head | Henk Innovative Communications | 2018 – 2022

- Led full-service digital marketing for clients across **healthcare, finance, lifestyle, and luxury**.
- Built and led a team of strategists, content creators, and analysts.
- Delivered campaigns aligned with brand goals, with data-driven improvements based on performance metrics.

Digital Media Lead | Medulla Communications | May 2013 – August 2017

- Developed digital-first strategies for major healthcare brands including **Novartis, GSK, Johnson & Johnson**.
- Collaborated with creative and medical teams to produce award-winning campaigns (Agency was awarded the **Healthcare Agency of the Year** at **Cannes Lions**)
- Also acted as **Social Media Lead at WYP** which was launched as a sister concern for Medulla Communications - where I worked as a shared resource between the two agencies from 2015 - 2017

- I set up and scaled the social media vertical for the new agency.
- Led a team that delivered award-winning campaigns with viral reach and strong engagement.
- Handled diverse clients, ensuring alignment with both digital trends and business objectives.

Social Media Manager | FYA Group | May 2012 – April 2013

- Part of the founding team at an early social media startup disrupting business marketing on digital
- Managed **hospitality** clients including restaurant chains and franchises
- Led strategy, content, and engagement during the **early adoption phase of social media for brands**

Technical and Creative Tools

- Google Ads, Meta Ads, YouTube Ads, GDN
- Adobe Photoshop & Illustrator
- UI/UX Wireframing
- Data Analysis & Strategy
- Content Creation

Awards

Contributed to award-winning campaigns recognized globally at Cannes Lions, Kyoorius Creative Awards, Abby Awards, Clios, and Spikes Asia while at Medulla Communications.

Brands worked with

Healthcare

Seacod,
Complan Nutrigro,
Johnson & Johnson, Medtronic, IAPC
(Indian Association of Palliative Care),
Krushmi Chheda (Sports Scientist)

Conglomerate Group

Dalmia Bharat Group

Finance

Kotak Securities
North Star Wealth

F&B

Pico Sauces

FinTech

Coditute
PlenumData

Luxury

Fabel Chocolates by ITC
Chapter 2 Events
Styl Inc

Education

2015 - 2017 - PGDMM Marketing from NMIMS University, Mumbai, India

2014 - 2015 - Digital Marketing Certification from Digital Vidya

2009 - 2012 - Bachelor's Degree (BMS) from Mumbai University

2007 - 2009 - Higher Secondary Education from Mithibai College of Commerce & Economics

1994 - 2007 - High School from Jamnabai Narsee International School

Personal Interests

Health & fitness enthusiast, professionally trained Latin dancer, and content creator focused on personal growth and digital marketing insights.