



# Akash Sarawgi

## Brand Manager

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+91 7623942284

## About me

A creative professional with a track record of building content ecosystems, scaling digital platforms, and leading brand storytelling.

## Skills

- Brand Management
- Script Writing
- Social Media
- Video Production
- Standup Comedy

## Contact

Address: HSR, Bangalore

D.O.B.: 23rd October, 1992

## Interests

Storytelling  
Gaming  
Visual Art  
Rock music

## Other Projects

### Content creator

#### All India Dank Memes

Built a meme page from scratch, gained 200k+ likes on Facebook and 40k+ followers on Instagram.

### Content Writer

Wrote multiple content pieces for various brands such as Make My Trip, Refrens etc.

### Script Writer

Worked as an additional writer for a Sitcom.

### Personal projects

Writing a crime-comedy drama.

## Work Experience

### Stable Money (Jun 24 - Jun 25)

#### Brand & Marketing

- Led multiple Go-To-Market (GTM) initiatives, including the conceptualisation and execution of brand campaigns. e.g. A UGC brand song garnering more than 140k organic views on YouTube.
- Oversaw performance and influencer marketing videos, providing creative direction and ensuring brand consistency.
- Managed internal communications, including push notifications (PNs), mailer scheduling, and WhatsApp communications, resulting in approx. 10k daily app traffic.
- Drove the founder's LinkedIn marketing growth, increasing audience from 35k to 70k followers.
- Stable Money grew more than 3x in AUM (800 cr to 3,000 cr) during my tenure.

#### App & Content

- Conceptualised and launched dedicated event-based app pages (Father's Day, Independence Day, Repo Rate announcements) to drive engagement.
- Introduced and managed a content asset called Stable Story (more than 100k unique views) to deepen user engagement.
- Acted as the copy custodian, owning and refining brand communication across daily touchpoints.

### Netflix IN (The Rabbit Hole)

#### Creative & Content Strategy (Jun 21 - Nov 23)

- Played an instrumental role in growing Netflix India's YouTube audience from 13.4M to 22.5M subscribers and launched the Shorts channel, now at over 1M subscribers.
- Progressively expanded scope across roles, contributing to YouTube campaigns for flagship titles like Comedy Premium League, Kapil Sharma: I'm Not Done Yet, Bhool Bhulaiyaa 2, Wednesday, Never Have I Ever, and Yeh Kali Kali Aankhein.
- Developed creator-led sketches and Behensplaining episodes, driving engagement on Netflix India's YouTube channel.
- Led content strategy for YouTube hygiene posts, Shorts, and community engagement, ensuring a consistent brand voice across formats.
- Managed and scaled four key verticals: Netflix India YouTube Main, Community, Shorts, and Shorts Community.

## Flipkart

#### Scriptwriter (Jun 2020 - May 2021)

- Co-wrote 90+ episodes of Daam Sahi Hai - a product-integrated game show combining slice-of-life storytelling with interactive product-based quizzes.
- Co-wrote 195+ episodes of Fake or Not - a humorous trivia show covering current affairs, pop culture, and history; also contributed to format evolution, emphasizing comedy and engagement.
- Co-wrote 60 episodes of Kya Bolti Public - an interactive survey-based game show where participants guess public opinion to win prizes.
- Co-wrote 30 episodes of Sirf Ek Minute - a rapid-fire quiz show where contestants answer questions within one minute.
- Worked across conceptualization, scriptwriting, and show format refinement to enhance viewer engagement and entertainment value.