



Rajat Kaura

Currently I am engaged in breaking down the attention economy and strategies for a hypersocialized world.

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

About

Currently I am engaged in better understanding the evolving principles of the new social age, breaking down the attention economy and strategies for a hypersocialized world. After working for the success of global Marketing Communication agencies across the likes of the WPP and HAVAS networks in the past 18 years, I am currently at the crossroads of Creative Effectiveness and Content Relevancy. As a Creative/Communication leader, understanding the business and content needs at the granular level and then applying creative merit to deliver innovative solutions continues to be a pursuit. Winning at awards like New York Festivals, Dubai Lynx & MENA Effies amongst others is a testament to the effectiveness of the ideas I have been fortunate enough to craft.

BRANDS WORKED WITH

Havas Mumbai

Jwt

Radix Media Mena

Experience

- **Head of Creative Strategy**

Radix Media Mena | Oct 2017 - Now



- **ASSOCIATE CREATIVE DIRECTOR**

Contract Advertising | Jul 2013 - Aug 2015

- **Jr. COPYWRITER**

Jwt | May 2006 - Jul 2006

- **CREATIVE GROUP HEAD**

Havas Mumbai | Jan 2006 - Jan 2013