

# RAJIV SATYAL

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## education

2004 - 2005

### XAVIER UNIVERSITY (Cincinnati, OH)

Completed Accounting, Finance, and Marketing graduate courses towards M.B.A. degree.

1996 - 2000

### UNIVERSITY OF CINCINNATI (Cincinnati, OH)

B.S., Materials Engineering. 3.61 GPA, Cum Laude. Ranked #1 in class for 15 of 16 quarters. Voted by peers as Most Outstanding Materials Engineering student. Passed the Fundamentals of Engineering exam to become an Engineer-in-Training. Financed 90% of U.C. education with scholarships. Named university's internet radio site ("Bearcast" after UC Bearcats). Elected President, Alpha Sigma Mu (materials engineering national honorary society). Selected for Tau Beta Pi, national engineering honor society. Elected Vice President, Student Senate.

## experience

2000 –  
(full-time)

### COMEDY (Los Angeles, CA; New York, NY; Various) (October 2006 – Present)

**Comic:** Appeared on TV (*Who's Got Jokes?*), XM, and Sirius Radio. Featured in *LA Times*. Developed 75 minutes of TV-clean material. Released DVD. Performed for crowds of up to 10,000. Opened multiple times for Dave Chappelle and Kevin Nealon. Named by Russell Peters as "1 of 2 US Indian comics to watch." Performed at all LA comedy clubs. Hosted 2007 Bollywood Awards. Launched [IndianComedians.com](http://IndianComedians.com). Co-launched Hindu-Muslim comedy tour. Paid to do 5 shows at P&G. Hosted *Asian Variety Show*, weekly TV show viewed by 2 million. Showcased at 2008 APCA National Conference. Developed consulting program for P&G. Executed user-generated content program with Tremor. Completed class at The Groundlings. Delivered 19 monthly newsletters, 12 podcasts, and daily blog at [www.funnyindian.com](http://www.funnyindian.com). Made Top 50 Coolest Desis List (#35). Represented by Sophie K.  
**Writer:** Paid to write TV ad. Wrote column for P&G Home Made Simple (20 million monthly visitors).  
**Actor:** Appeared in 2 Cox Communications spots after only 8 total auditions. Represented by AKA Talent.

### FIJI WATER (Los Angeles, CA)

#### Brand Manager (June – August 2006)

- Co-Launched FIJI Concierge, a premium delivery service for celebrities and high-volume customers.

### PROCTER & GAMBLE (Cincinnati, OH)

#### Assistant Brand Manager, Tremor (November 2004 – May 2006)

- Led teams in designing and delivering word-of-mouth campaigns for P&G and external brands – drove volume, equity, and awareness for Dell, Microsoft, and Coca-Cola products.
- Managed and serviced day-to-day needs of clients, ensuring payout and on-time delivery of programs.
- Developed brand strategies and marketing plans for very large brands.
- Generated consumer insights based on leading and conducting qualitative and quantitative research.
- Wrote concepts and copy for direct mail and websites.

#### Senior Purchasing Manager, Marketing Purchases (April 2000 – October 2004)

- Added \$30 million in value to the company by managing spending pools and supplier relationships across all P&G Brands in the areas of Branded Entertainment, Interactive Marketing, Product Displays, Promotional Print, In-Store Marketing, and E-Recruiting (sourced supplier to handle all of P&G's online global recruiting needs).
- Co-developed Branded Entertainment strategy across all Brands in North America.
- Developed 65-page Entertainment Industry Analysis; negotiated movie and talent deals.

1998 - 1999

### ETHICON ENDO-SURGERY, A JOHNSON & JOHNSON COMPANY (Blue Ash, OH)

#### Operations and External Manufacturing Co-op (two co-op terms: Summer '98 and Summer '99)

- Managed finished goods suppliers' relationships for medical devices used in minimally invasive surgery.

1997 - 1998

### WRIGHT PATTERSON AIR FORCE BASE R&D LABS (Dayton, OH)

#### Research Assistant (two co-op terms: Summer '97 and Winter '98)

- Researched micro-structural changes in  $\gamma$ -TiAl for use in jet engine blades. Played in Wright Patt Orchestra.

## community

1992 - 2003

### TENNIS MASTERS SERIES/ASSOCIATION OF TENNIS PROFESSIONALS (Mason, OH)

#### Volunteer

- Progressed from Ball Boy to Supervisor to Player Locker Room to Press Box to Uniforms Committee Chair. Publicized results and interviews via the ATP Tour website, U.S. and global newspapers, local TV, and ESPN.

1999

### THE WASHINGTON CENTER (Washington, D.C.)

#### Intern for Rep. Steve Chabot

- Reported on press conferences and Congressional dealings. Landed internship after 5 Class Presidency terms.