

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/Host: Appeared on NBC's *Last Comic Standing* and XM/Sirius Radio. Featured in *The Wall Street Journal* and *LA Times*. Developed 90 minutes of TV-clean material. Released DVD. Performed for crowds of up to 10,000. Opened multiple times for Tim Allen, Dave Chappelle, Russell Peters, and Kevin Nealon. Performing regularly at all major LA clubs. Co-launched Hindu-Muslim comedy tour. Performed at P&G, GE, Bayer, General Mills, and Quaker. Performed at over 20 colleges (NACA & non-). Executed user-generated content program with Tremor. Hosted *Asian Variety Show*. Launched weekly podcast. Represented by Messina Baker and Innovative Artists.

Writer: Wrote TV ad, column for Home Made Simple (20 M visitors/month), 50 monthly newsletters, and blog.

Actor: Appeared in network national Walgreens and 2 regional Cox commercials. Completed UCB Improv 401.

Completed courses with Margie Haber, G Charles Wright. Represented by Innovative Artists and AKA Talent.

Consultant: Developed *Funny 'Cause It's True*, a program that helps marketers develop insights based on comedy and that served as the basis for Herbal Essences' \$50 global restage. Launched IndianComedians.com. Spoke to 3 NFL teams' rookies about developing their personal brands. Managing a Miss India America's career.

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 γ -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.