

Contact

www.linkedin.com/in/sabina-khilnani-8bb373b (LinkedIn)

Top Skills

Advertising

Creative Direction

Creative Strategy

Sabina Khilnani

Co-Founder, elo audio

United States

Experience

elo audio

Co-Founder

January 2019 - Present (3 years 4 months)

Paris Area, France

We're a collaborative audio platform helping busy professionals share content with their teams, no matter where they are!

WP Narrative_

Group Strategy & Business Director

January 2016 - October 2018 (2 years 10 months)

Greater New York City Area

WP Narrative_ is a content and advertising start-up focused on storytelling and technology. I served as their head of strategy, helping brands reimagine how to engage consumers.

My role consisted of identifying trends, emerging platforms and consumer behaviors to drive innovative communications development and award-winning creative campaigns. Our work medaled at every major creative marketing award show and we were finalists at SXSW Interactive in 2017. In 2018, Narrative won several Webby awards and was named the Shorty Awards' Best Small Agency of the Year. I also had the pleasure of speaking at Mobile World Congress on the impact that changing mobile consumption behavior is having on creativity.

Clinton Foundation

Director of Marketing and Creative Services

July 2015 - December 2015 (6 months)

Greater New York City Area

As their Director of Marketing, I developed and socialized the vision and goals for a cross-functional marketing team in support of 11 distinct philanthropic initiatives and focus areas.

Havas

Account Director

August 2007 - April 2015 (7 years 9 months)

Arnold NY | BETC Paris

During my almost eight years at Havas, I worked with various global CPG clients (GlaxoSmithKline, Hershey's and Danone) across the Arnold NY and BETC Paris offices. My role consisted of liaising with senior marketers, managing client-facing account teams, P&L management and strategic planning across brands.

Doner

Account Associate

May 2005 - July 2007 (2 years 3 months)

Detroit, Michigan

I started my career in advertising working with Expedia.com as a client as we helped them promote their new suite of online booking tools. I also led internal communications campaigns aimed to promote employee engagement.

Education

INSEAD

Global Executive MBA · (2018 - 2019)