Rohit Thawani
Director of Digital Strategy and Social Media / TBWA\Chiat\Day LA

Rohit Thawani is the Director of Digital Strategy and Social Media for TBWA\Chiat\Day LA and a member of TBWA's global Creative Technology Board.

He’s a technologist, a gamer, and a Redditor. Rohit was born a millennial, but chooses to identify as gen-X. His luscious salt and pepper beard helps him get away with this.

At Chiat Day, Rohit oversees the digital and social strategy work across all brands, such as Miller Lite and Nissan. Prior to joining Chiat, he was a lead strategist at 72andSunny where he worked on Google Ad Arts. Before moving out to LA, Rohit spent three years at BBDO NY as Digital Strategy Director working with clients such as Foot Locker, M&Ms, Snickers, FedEx and Lowe’s Home Improvement. He also championed innovation and creativity at Mediavest for five years, where he led digital efforts for Super Bowl, American Idol, NASCAR, NBA, NCAA, and Olympics for Coca-Cola, as well as the Heineken brands.

Rohit is a regular speaker at industry events, such as SXSW. His panel in 2014 was “Reddit, You’re Doing It Wrong,” and at SXSW 2015 he’s giving the talk “When Your Devices Decide To Touch You Back.” In March, he will be speaking about new platforms and brands at the 2015 Digital Agency Summit.

Rohit’s dog, Lego, is kind of a big deal: HuffPo, Google Offers commercial, Google Street View.

You can find Rohit playing on the internet at @vohit4rohit on all channels: Twitter, Instagram, and Facebook.

Topic / Digital Strategy and Social Media Today: The 4 Things You Need To Be Good At To Get Hired

Descriptor / Learn how digital and social strategy are changing, and the new ways they’re impacting the entire creative process. What are agencies like TBWA/Chiat/Day LA looking for when hiring digital and social strategists?