

Biography of Justine Dharni



A trailblazing figure in the digital strategy realm, Justine Dharni's career is a testament to her vibrant and impactful presence in the industry. She boasts a diverse portfolio of work with prestigious companies such as Google, Intel, Uber, American Express, and Sony Entertainment. Recognized as a quintessential 'people person,' she shines in customer engagement, nurturing workplace culture, and masterful relationship management. Her career path includes influential roles in various agencies and substantial contributions to social initiatives.

Career Overview

Digital Maestro and Creative Visionary

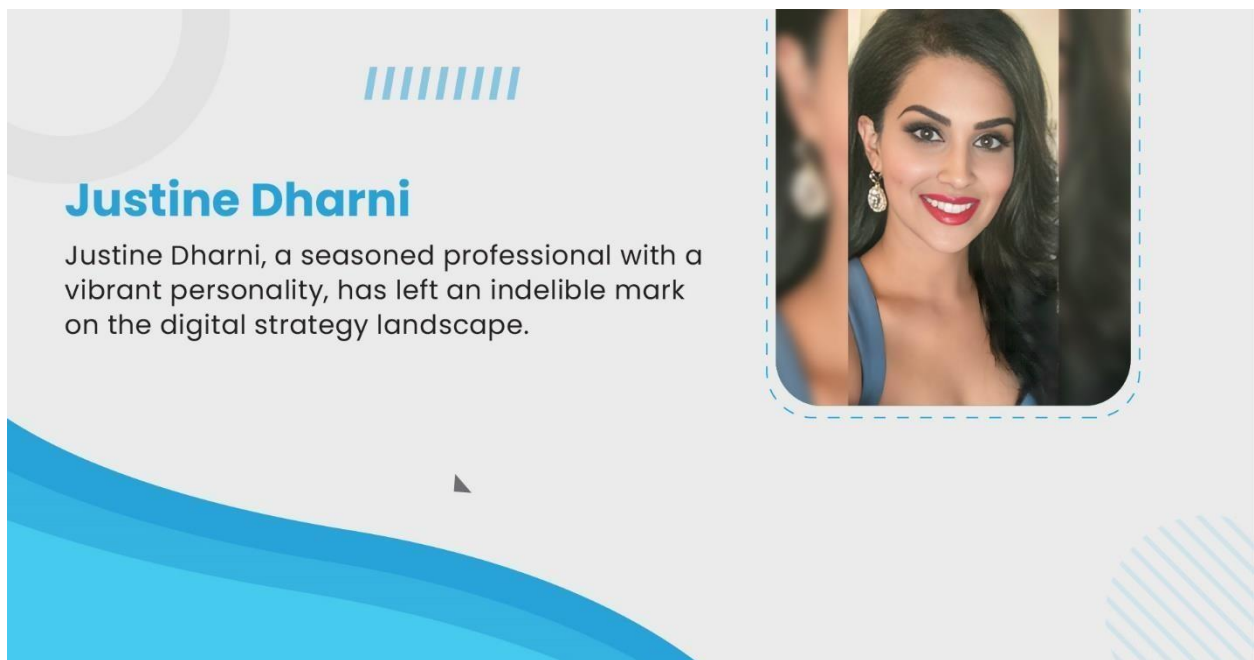
Justine's journey began with an entrepreneurial venture into video blogging on YouTube, leading to a prominent role as a host and producer on an international talk show for Sony Entertainment Television, reaching audiences in 150 countries and 20 million subscribers. The show featured notable guests like

Vivek Ranadive (TIBCO), Naveen Jain (Viome), Blair LaCorte (XOJET), Michael Mina, and Indian cinema icons Esha Deol and Hema Malini. Her journalistic endeavors also led her to prominent roles at Silicon Valley conferences, including moderating for TiEcon Youth and announcing the TiE50 awards.

With a rich experience of over 13 years, Dharni expertly merges storytelling, creativity, and analytical insight, propelling brands to unparalleled heights. As Director of Digital Strategy, her visionary approach and leadership qualities have spearheaded transformative marketing campaigns for numerous Fortune 500 companies across various sectors. Her influence is also evident in groundbreaking influencer campaigns, strategic channel launches, partnerships, and research initiatives.

Workplace Belonging and Culture

As a Workplace Belonging and Culture, Justine champions compassionate and mindful leadership. Her advocacy for inclusive narrative in marketing has been pivotal, securing multimillion-dollar contracts. She excels in managing diverse teams, adapting to various learning styles, and focusing on mental health.



Academic Prowess

A First-Generation Graduate with Stellar Achievements

As a trailblazer in her academic pursuits, Dharni is a first-generation graduate of UC Berkeley and an MBA holder from Columbia Business School. She is also an IPEC Certified Energy Leadership Coach with a Cornell Diversity Certificate, highlighting her dedication to ongoing learning and talent development.

Professional Accolades

Justine Dharni's academic excellence is marked by her place on the UC Berkeley Dean's List and receiving the Foresters Competitive Scholarship for her community service. She is also a recipient of the Strong Training & Coaching BIPOC Scholarship. Her creative endeavors include her contribution to Intel's "Brains Behind the Brains" series, nominated for a Shorty Award, and her finalist position in ScreenCraft's TV Pilot Script Competition, pitching to industry leaders like WME Partners.

Areas of Expertise

Justine's expertise is extensive, including strategy development, creative ideation, editorial planning, multifaceted social media marketing, data analysis, business pitching, team leadership, influencer strategies, partnerships, legal contract management, video production, scriptwriting, customer relationship management, budgeting, financial modeling, generative A.I., and insights research.

Fun Fact: Before her tenure at Uber's marketing team, she drove over 1000 rideshare passengers, gaining valuable insights directly from her target audience.



Charitable Endeavors and Volunteering

Dedicated to giving back, Dharni has been actively involved in community service since college, serving as a high school tutor and an AVID classroom counselor. Her volunteerism extends to organizations like Cycle for Survival, Asha for Education, Pratham, Random Acts of Kindness, Jagriti Foundation, and the U.N. Global Development Agenda.

Noteworthy Milestones

Justine Dharni eagerly anticipates her upcoming graduation from Columbia Business School and plans to further her education at NYU and Stanford, reflecting her commitment to lifelong learning.

Valued Colleague, Manager and Leader

Throughout her career, Justine has consistently proven her value as a dedicated colleague, skilled manager, and sought-after team leader - a consummate professional with a commitment to collaboration and a knack for empowering teams with the tools and leadership they need to succeed.

Dharni's work as both collaborator and manager has earned extensive praise from numerous colleagues throughout her career, a testament to her character and her ability to build winning teams that deliver results.

Below are just a few accolades received by Justine throughout her journey in the digital strategy space:

Jenn M

Vice President, Digital Strategy

“Justine was a core member of M Booth's digital management team and really excelled in that position in many ways.

It didn't take long for Dharni to jump in and help the new business team secure new clients leading to \$10M+ in growth for the company. She was quickly seen as a strong and organic mentor by the junior team members, which was crucial during the confusion and stress that came with an abrupt shift to remote work. When junior team members needed advice or support, she took it upon herself to help them directly and tap necessary agency resources to arrive at the ideal solution. Sometimes, that even meant jumping in on work that she wasn't directly responsible for if it meant helping the team and the business.

All of that was accomplished on top of her primary role of client management and digital strategy. She worked on many accounts across multiple industries, but we overlapped most while working with Google. She was responsible for working side-by-side with product and program managers on fast-paced launches, high profile events, and brand campaigns in the edtech space - all during the height of distance learning during the pandemic.

All in all, Justine has a lot to bring to the table and I would highly recommend her for so many reasons!”

Katharina M

Vice President, Research & Insights

“It has been such a joy working with Justine. She is a committed team player, ever-curious and thoughtful in her work and always interested in learning about new ways to solve a business challenge at hand.

While working together, it has been wonderful to watch Justine expand her knowledge of research and insights capabilities, including quantitative and qualitative methodologies, as well as earned and social media measurement. She quickly applied her knowledge to existing and new client work, consistently demonstrating her strategic thinking and data comprehension skills.

She is highly motivated, always eager to learn and grow, hard working and simply a joy to be around.”

Layne H

Brand Marketing Director

“I had the pleasure of working with Justine on the Global Social Media and Content Marketing Team at Uber. She was a bright light in the office-not only was her positivity infectious, but she

approached every single task with a can-do attitude. In our time together, She supported me in monthly editorial planning for the @Uber social program, as well as led all agency partner relationships.

I'd recommend Justine to any company looking to add a highly creative and equally organized member to their team!"

Howard T
Senior Vice President, Analytics

"I had the opportunity to work with Justine on the Intel account at mcgarrybowen! Not only was she a pleasure to work with, she was instrumental in the ongoing success of the account.

Her social media prowess is second to none! Her social media content humanized the Intel brand while promoted the Intel brand image.

I'd welcome the opportunity to work with Justine again in the future!"

Kevin C Program
Manager

"Justine is an amazing colleague and leader. In addition to her consummate professional and interpersonal skills, she's an incredibly passionate leader in diversity, equity, and inclusion. When I joined McGarryBowen, she was among the first to welcome me with open arms and make me feel comfortable and at home. As I got to know her better, I was continually amazed at the energy she puts not only into her work but her passion for DE&I, driving initiatives both at an office and network level, organizing events, and empowering and supporting colleagues in their professional and personal growth. At the same time, she delivered absolutely top-notch work, helping clients create engaging and insightful content. Anyone would be lucky to have her on her team, and I'm counting the days until I have that pleasure again."

Fun fact: forever a 'hype person,' Justine was voted Miss Congeniality by fellow participants of the Miss India Globe program, a badge she wears with honor.

Personal Life and Interests

She indulges in analyzing television series and films, writing, and practicing selfdefense. Her life is balanced with baking, cooking, engaging in skincare routines, meditating, reading self-help literature, and advocating for personal wellness as a foundation for strength.

Justine Dharni's journey intertwines professional excellence, academic commitment, and a heartfelt dedication to social impact, inspiring aspiring professionals. Her story demonstrates how combining passion, purpose, and dedication to positive change can make a significant impact. As she progresses in her dynamic career path, her influence is expected to resonate well beyond digital strategy and workplace inclusion, aiming to leave a lasting legacy for future creatives.