

Clinton Jeff

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EXPERIENCE

March 2018 - Current

Huawei Technologies | Senior Marketing Lead, Honor

As Senior Marketing Lead my responsibilities revolve around India spokesperson roles, and extend over Huawei & Honor India PR, Social Media, Product Marketing, Campaign Management, Project Management, and our Fan Community- Honor Club.

In my initial months, I focused on the development, execution, and improvement of the Product Marketing and PR strategy for Huawei/Honor smartphones in India, as well as creating and improving relationships between Huawei/Honor India and key press, analysts, bloggers, YouTubers, and influencers in the industry.

In this period, I led marketing and PR initiatives and sustenance for India device launches including the Honor 10, Honor Play, Honor 9 Lite, and Honor 8X.

As an Honor India spokesperson, I was in charge of presenting the product keynote at our India launch of Honor 9N, and Honor Play.

In addition, I focused on structuring and improving Honor Club India, such that our fan community grew massively from 60,000 registered users in March 2018 to over 8,70,000 currently. This includes a complete restructuring of Honor Club online content planning, offline fan events, and partnerships or contests.

I also directly oversaw social media efforts for Honor Club India, with a focus on Instagram, growing our brand new account ([instagram.com/HonorClubIndia](https://www.instagram.com/HonorClubIndia)) from zero to over 87,000 followers organically in just six months.

May 2015 - March 2018

Xiaomi | PR Lead, Product

Responsible for the development, execution, and measurement of the PR strategy for Xiaomi's smartphones, TVs, Routers, Air Purifiers, and other ecosystem devices in the India subcontinent.

My responsibilities include creating successful communication solutions for product launches, as well as building and managing relationships with key press, analysts, bloggers, YouTubers, and influencers in the industry.

For 2015 - 2016 my responsibilities extended to execution of the product marketing, social media, and PR for Xiaomi India comprising of corporate, consumer, business and CSR communication.

During this time I worked directly under Xiaomi Global VP, Hugo Barra, led both corporate, as well as, product PR efforts for Xiaomi India, and was the lead project manager for the launch of Xiaomi's 'Make in India' efforts, at an event in Vizag.

During this time I also built social properties for Xiaomi India including:

- An Instagram handle - [Instagram.com/XiaomiIndia](https://www.instagram.com/XiaomiIndia)
- And a YouTube channel - [YouTube.com/MiIndiaOfficial](https://www.youtube.com/MiIndiaOfficial)

For **2016**, my responsibilities revolved around leading the Product PR and marketing initiatives and sustenance for India device launches including Redmi Note 3, Redmi 3S/3S Prime, Mi 5, Mi Max, and the Mi Air Purifier 2.

I also contributed to global PR & marketing efforts for Xiaomi at Mobile World Congress 2016, and Global PR efforts for the China launch of **Mi MIX**, a concept smartphone that jumpstarted the trend of phones with minimal bezel, and led a press junket for Indian media to China for the launch.

In **2017**, my responsibilities revolved around leading the Product PR and marketing initiatives and sustenance for India device launches including Redmi Note 4, Redmi 4, Redmi 4A, Redmi 5A, Redmi Y1, Mi Max 2, and Mi MIX 2, along with the Mi Router 3C.

The highlight of my year, was leading product PR efforts for the global launch of Mi A1, the best of Xiaomi and Google coming together in a smartphone and reigniting the Android One program.

I also attended CES 2017 in Las Vegas to support global media efforts for Xiaomi at our booth, contributed to the China launch of Mi 6, and MIX 2, both of which included a press junket, and assisted with the Malaysia launch of Mi A1 in Kuala Lumpur.

In 2018, my responsibilities revolved around leading the Product PR and marketing initiatives and sustenance for India device launches including Redmi Note 5/5 Pro, Redmi 5, and Mi Mix 2S, along with the first global launch (outside of China) of the Mi TV series of smart televisions.

June 2008 - May 2015

UnleashThePhones.com | Founder & Executive Editor

Formerly ZOMGitsCJ.com

At the time when the blogging and content creator scene had yet to take off in India, I created a personal blog that was initially meant to be mainly travel + tech as I backpacked across India.

Eventually UnleashThePhones.com grew into a massive global technology blog that broke news stories, had our own sources for tech company leaks, and has been referenced by several major global publications including Engadget, The Verge, The Next Web, Android Central, Windows Central, AllAboutSymbian, AllAboutWindowsPhone, and more.

My duties as Executive Editor and Founder, included:

- Covering Technology News, Device Reviews, and Editorials
- Covering Technology launches and press events
- Leading an international team of 9 editors that I built, based across New Delhi, Mumbai, Sydney, Singapore, New York City, London, and Kuwait
- Leading all executive decisions and press relations for UnleashThePhones
- Leading UnleashThePhones Twitter, Facebook and Google Plus accounts
- Handling all website hosting, service payments, and IT requirements

- Oversaw and carried out rebranding from ZOMGitsCj.com

In my time as a journalist, I attended numerous global launches, ranging from CES 2011, SXSW, CommunicAsia, Adobe MAX, Nokia World, IFA, Mobile World Congress, and more.

2008-2015

YouTube Partner | Content Creator at YouTube.com/ClintonJeff

Content creator, including video production, script development, marketing, brand development, advertising revenue, and search engine optimization.

Over the years, I created content based on smartphones and accessories from major brands that I had relations with, including Bose, HTC, Samsung, Xiaomi, Google, Microsoft, Nokia (Lumia, Symbian, Asha, E-series, N-Series), Sony, Sony Ericsson, LG, Micromax, Blackberry, Lenovo, Motorola, Intel, Vivo, Jabra, JBL, Coloud, Monster, Marshall, Sennheiser, and Plantronics.

My work as a YouTuber included:

- Record, edit and publish high-quality weekly product reviews, unboxings and interviews
- Hosted a weekly Google Hangout on Mobile News, with other online tech personalities

Collectively my videos have over **20,500,000 views**, with my most popular content attaining over **1.8 - 1.1 Million views**.

2014

Vivo India | Keynote presenter at India launch.

Presented the Vivo X5Max portion of the keynote, at China smartphone brand Vivo Mobiles first entry into India. My role in the keynote was as a “Tech Expert” explaining the product to media at the launch event, as well as a secondary event.

2012-2014

Hindustan Times / Hindustan Times Brunch | Freelancer

Freelance weekly contributing editor to the Hindustan Times & Hindustan Times Brunch magazine. I covered articles pertaining to smartphones and how they can add & improve your daily routine.

I have also contributed quotes to HT as a leading Tech Expert.

2011-2012

Nokia Conversations | Contributing Guest Editor

At their prime, I contributed a handful of guest articles to Nokia Conversations, covering how-to guides and topics related to how your smartphone can contribute to your everyday routine and improve it.

Topics were centred around their Symbian smartphones, and later their Lumia smartphones.

Note: “Nokia Conversations” (<http://conversations.Nokia.com>) rebranded over to “Lumia Conversations”, after the Microsoft acquisition. It now exists absorbed into the Microsoft Devices Blog.

2011-2015

Television Appearances | Guest Tech Expert

Guest Tech Expert on several episodes of NDTV’s Cell Guru & Gadget Guru TV show, hosted by Tech Guru Rajiv Makhni. My appearances were focused on my opinion on current technology & tech products.

I also made appearances on NDTV Prime’s “Unboxed” and NDTV “Byte Me”. In addition, I have also appeared on ETNow, CNBC India, and an episode of BBC

- 2009-2011 **Bloggers' Mind | Head of Consumer Strategy**
Headed all social media efforts for Team Nokia, Team Yahoo, and worked with Airtel, Tata Docomo, and various other technology brands.
My work extended across coming up with social media campaigns across Orkut, Facebook, and Twitter, as well as blogger engagement campaigns including both online and offline engagement events.
- Supported Blogger Relations Team
 - Managed Facebook, Twitter, YouTube and Orkut accounts/communities for Nokia India, and Yahoo meme
 - Devised all blogger interactions and reach-out initiatives
- 2007-2008 **DarlaMack.com | Senior Editor, N-Gage**
I covered all Nokia N-Gage and Symbian content for DarlaMack.com, which at the time was one of the leading sources of Nokia and Symbian news in North America.
- 2004-2007 **Nokia Discussions & N-Gage Arena | N-Gage Elite, Moderator, Nokia Expert**
Player of the month, and "N-Gage Elite" moderator of the Nokia N-Gage Arena, an international online forum of mobile gamers and Nokia enthusiasts.
I also actively contributed and participated in Nokia Discussions, Nokia's official support forums, which led to me being given moderator status, along with a Nokia Expert designation to allow users to trust my feedback.

EDUCATION

- 2003 - 2006 **NMAMIT, Karnataka**
Completed coursework toward Bachelors in Computer Science Engineering.
- Class Representative for Semesters 1 and 2.
- 2001 - 2003 **Jabriya Indian School, Kuwait**
11th and 12th standard, CBSE syllabus
- School Prefect
 - Member of School Basketball Team
 - Member of School Computer Science Enthusiasts Team
 - Voted most likely to be famous at farewell prom
- 1999 - 2001 **Indian Public School, Kuwait**
9th and 10th standard, CBSE syllabus
- Member of the Basketball Team
 - Member of the Debate Team
 - Member of the Computer Science Club
 - Member of the Drama Club
- 1993 - 1998 **Bombay Scottish School, Mumbai**

2nd to 8th standard ICSE syllabus

- Member of the Debate Team
- Member of the Drama Club
- Member of the Nature WWF Club
- Member of the UNESCO Club
- Member of the Goju-kai Karate Club

1990 - 1993

Christ Church School, Mumbai

1990

Indian School Kuwait, Kuwait