

Seasoned Digital Ad operational professional with 9+ years of experience working with Ad publishers, Ad agencies, and as independent consultant for ad operation processes.

Expertise

Team Management, Client management, Stakeholder management, Reporting, Display advertising, Search Advertising, Video Advertising, Native advertising, Social media advertising (SMM), Client services, Paid media, Process optimization, Process improvement, Process automation.

Experience

Artom Technologies

Partner

Dec 2019 – Current

Bangalore

- Working as a media consultant, involving a ground up setup of teams, marketing methodology and processes, for a startup media agency.
- Engaged by multiple startups looking to enhance their ROI by enhancing their Media planning, data analysis, data modeling and dashboard strategies
- Handled management consultancy projects for Media companies and provided recommendations on current and future marketing initiatives.

Verse Innovation- Dailyhunt

Sr Campaign manager & Automation specialist.

May 2019 – Nov 2019

Bangalore

- Managed campaign onboarding, trafficking, Campaign management; including optimization, reporting, and upselling.
- Worked with the clients/media agencies/publishers for Asset and IO changes, and recommendation for flawless execution of campaigns.
- Collaborated and Strategized with the sales executives, product, ad tech and marketing teams to plan, and execute campaigns with appropriate metrics to meet client goals.
- Implemented creative best practices and design enhancement strategies to positively impact brand image, direct response, and mobile video completions.
- Gained extensive experience on Third party ad tag testing & implementation and advanced campaign reporting.
- Worked on regular campaign performance reviews & Optimization and shared relevant communication with clients.
- Handled end-of-month and campaign end billing reconciliation for the campaigns that I owned.
- Proven ability to understand customer needs, build ongoing relationships and drive revenue.
- Was rated highly on communication, campaign management, customer experience, data modelling, competitive analysis, and customer experience.

Projects:

- Ad-enhancement project which helped the company with an opportunity over 300% increased revenues Month-on-Month.
- POC of the Campaign management and reporting teams for an In-house CRM build.

- Created process documents, automated reporting templates, RCA trackers used by Ad Operations and Sales teams.
- Was involved in the periodic review of existing processes and recommendations for enhancements

Time Inc India (Meredith), formerly part of Warner communications

Assistant Manager Ad operation

Jan 2015 – May 2019

Bangalore.

- Managed the India (MNI) Ad ops reporting Team.
- Worked and collaborated with multiple teams (campaign management, reporting and Database) to help build an automated reporting solution.
- Recommended Optimization opportunities to ensure the campaigns deliver in full.
- Worked on campaign reports across (Agency (MNI) and Multiple titles (for Time Inc.), Involving, video, mobile)
- Create and consolidate end-of-month billing reports to support finance teams.
- Create custom presentations to maintain post-sales activities with a goal to increase account revenues
- Post-Campaign Reporting – Generated client ready campaign reports with data from ad serving platforms and created supplier-facing campaign success presentations slides.
- Ensured all programs and campaigns are aligned and executed to meet KPIs and goals.
- Identified areas of improvements for enhancements and implement solutions in collaboration with tech teams.

Projects:

- Integration and Auto downloading of third-party reports for resource optimization.
- Dashboard creation and review for end of campaign reports for higher managements.
- Update and review documentation and RCA trackers across all ad operation teams.
- Support the offshore/on shore teams in automating existing manual process using VBA, saving of approximately 70 man hours/month.

Genpact India

Associate

Sep 2012 – Dec 2014

Bangalore

- Reporting and Data mining
- Focused on various Consumer Packaged Goods (CPG) industry & Retailers for UK.
- Built Reports, Presentations for top management to understand the current sales trends.
- Market research & data analysis on Retail & CPG by using web & in-house tools.
- Built reports on daily, weekly, and monthly basis on different dimensions and detailed analysis.
- Responsible for carrying out “Trend & Retail” data analysis for clients, focusing on Brand performance, new product launches and competitor analysis.
- Co-ordinated with the clients in analyzing “client & competitor” gap, product, and retail sales.
- Worked with the automation team to ensure expedited delivery of activities with excellent quality.
- Worked on database creation and database management.

Education

- BBM (Marketing) from Dayananda Sagar Institutions, 2009-2012.