

PROFESSIONAL SUMMARY

I'm a data-driven marketing and sales professional with seven years of experience in the dynamic realms of ad-tech, go-to-market strategy, media buying, SaaS sales as well as end-to-end business development efforts. Having worked with some of the biggest brands in the world, and managing teams at a global scale of operations, I believe strongly in my ability to decipher market trends and anticipate the needs of brands and advertisers.

I am currently looking for a global opportunity where I can utilise my existing skill set to make a lasting difference in the digital ecosystem, attain knowledge, all while actively striving to increase the company's profitability as well.

EXPERIENCE

BRANCH METRICS | Technical Account Manager | July 2022 - Aug 2024

- Driving strategy and optimisation of 50+ clients, leading product fitment and planning efforts for new onboards
- Responsible for driving upsells and cross-sells for existing clients, as well as retention and renewals, while consistently maintaining the team’s pitch win rate above 50% for prospects across India, SEA, EMEA and LATAM
- Managed Global Sales initiatives while also leading the Account Management team for Branch’s Ad delivery product
- Responsible for driving \$20Mn+ ARR in ad delivery, MMP integration, Deep-linking and SaaS tech stack adoption
- Actively collaborated with engineering teams to develop the ads product for Android OEMs like Samsung, Xiaomi, etc

GROUP M (WPP Group) | Director | Feb 2021 - July 2022

- Led a team of 11 professionals, managed ad delivery and planning operations, and led pitches and strategy for new prospects across Search, Social, SEO, 3rd Party Affiliates, Programmatic and other digital marketing opportunities
- End-to-end automation of reporting and analysis across ad platforms, with focus on automating optimisation across creatives, inventories, audiences, geographies, operating systems, universal reach and ad frequencies
- Successfully implemented a “Zero Static Approach” where all digital ads were either dynamic or interactive in nature

MERKLE SOKRATI (Dentsu) | Senior Business Analyst | March 2019 - Feb 2021

- Managed more than 15 advertisers for branding and performance objectives across all popular digital ad platforms
- Multiple Awards won and Case Studies published for digital campaigns, most notably for Sony Pictures’ movie Spiderman: Far From Home’s end-to-end promotion campaigns for driving conversions from “Trailers to Tickets”
- Scaled some of India's biggest delivery, ed-tech, apparel and BFSI brands, with portfolio exceeding \$3M per month

BYJU'S | Business Development Associate | July 2018 - Feb 2019

- Worked in direct sales for higher education products offered by the brand, for aspirants of competitive exams, with responsibilities including lead nurturing, churned lead reactivation, in-person product demos, and eventual closure
- Generated greater than INR 10 Million in direct sales revenue in under a year, with a consistent pitch win rate of 60%+

PLATFORMS AND SKILLS

Salesforce Marketing Cloud | MS Office | Google Analytics | Google Ads | Meta Ads | DV 360
CM 360 | Trade Desk | MMP Tools - Appsflyer, Branch, Singular, Kochava, Adjust

EDUCATION

Bachelor of Engineering	PGDBA Marketing
Electronics & Telecommunication, Pune University	Marketing Management at Symbiosis, Pune
Grade: First Class	Grade: First Class with Distinction

LANGUAGES

English: Proficient	Hindi: Proficient	Tamil: Intermediate
Marathi: Intermediate	German: Pursuing	