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Telecommunication / Manager

Residential Country : India Nationality : India
Resume Title : Manager Notice Period : 1 Days

EDUCATION

Qualification	Institute / College /university	Year	Country
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CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Manager	Reputed Company		03/2015	/
Associate Process Manager	Hcl ? (Google)		02/2013	02/2015
Domain Expert- Search & Display Advertising	Theorem		03/2011	02/2013
Team Coordinator	Vivaki/performics		02/2010	02/2011
Search Marketing Analyst	Vivaki/performics ? Theorem Engagement		06/2008	01/2010

ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary (Monthly In Usd): Not Mention Expected Salary (Monthly In Usd): Not Mention

Additional Skills :

SELECTED CAREER ACCOMPLISHMENTS

Collective Present

Manager – Ad Operations & Media Buying

Managing a team of 17+ campaign management specialists who focuses on campaign planning, trafficking, and campaign optimization across North America and APAC.

? Ensure Sr. Team Leads and Team Leads are completing daily task and ensuring proper delegation of work.

? Time tracking sheet, resource staffing, allocation & forecast data to Senior Management.

? Mentoring and guiding team members & ensuring regular performance review and feedback to team

? Growing existing Client business by understanding Client needs. Sync with Onshore team & clients.

? Ability to cope effectively with unanticipated events and to provide purpose and direction to team

? Setup process and test/evaluate them and suggest improvements along with the Team leads

? Ability to foster a team spirit; positive attitude towards work, co-workers, and management

HCL – (Google) | Display & Search Advertising Feb 2013-Feb 2015

Associate Process Manager

Direct and manages the daily work flow of all 3rd party display advertising and Paid Search, including initiation and management of projects across teams. Managed team (20+) of ad trafficking and campaign management. Ensure the teams are adequately equipped with knowledge and training to carry out the requisite tasks. Develop quality control measures and display strategies to improve/expand campaigns and achieve maximum efficiency.

Projects & Accomplishments:

? Lead the team handling third party advertising on Google Display Network (EMEA & Americas) Rich Media ads, Video ads, VAST and VATT.

? Interact with sales team of Google and help them to understand about technical requirements regarding creative and rich media, interactive ads and have the campaign launch at the earliest.

? Managed a team of campaign managers for display advertising operations and SEM/PPC based accounts.

? Front ending the team in review, test the creative and troubleshoot and manage QA varying dynamic rich media creative types from numerous vendors interface with Google sales team for 3rd party ad tags.

? Accountable for trafficking and operations quality metrics, employee's scorecard updates, appraisal and liaison with key stakeholders. Hired and mentored new hires.

THEOREM Jun 2008-Feb 2013

Domain Expert-Search & Display Advertising (Mar 2011-Feb 2013)

Accountable for on boarding new clients and accounts to operations floor; underwent training from media agencies to understand their process & requirements. Enacted role of a SME with the objective of providing the necessary concepts understanding and most importantly effective management of client expectations. Served as the primary contact for pre-sales team providing technical assistance in winning new accounts and providing day to day on floor assistance for campaign launch and optimization.

Projects & Accomplishments:

- ? Built Whitepaper on 'Mobile Search & Marketing Trends' which was widely published across the company
- ? Developed a guide on 'PPC end to end solutions' whose focus was towards effective search advertising & bidding techniques/optimization.
- ? Identified areas of skill-set weakness within team members, or groups of team members, and took steps to shore up their knowledge by providing the appropriate training or reference resources.

Team Coordinator - Large Scale Accounts (Feb 2010-Feb 2011) - VivaKi/Performics – Theorem Engagement

Developed complex SEM strategies for key accounts; involved in coordination between teams and leveraged external resources. Developed and built custom PPC campaigns individually tailored to clients, utilizing industry best practice and experience. Analysed output metrics to develop recommendations to improve marketing and process effectiveness. Managed clients' expectations from the start of a relationship through the life cycle of the relationship.

Projects & Accomplishments:

- ? Led and managed 10 member team handling 2 biggest automotive advertisers in U.S National & Local dealer.
- ? Implemented best of search practices across all search tactics; managed and ensured best practices are being utilized by analysts. Developed process documents and guides for key accounts.

Search Marketing Analyst (Jun 2008-Jan 2010) - VivaKi/Performics – Theorem Engagement

Owned the SEM campaigns for numerous top advertisers. Responsible for budget management, creation of ads, tracking, bidding and optimization for a portfolio of accounts. Handled trafficking of campaigns, ad-groups, keywords & text ads via DoubleClick Search & Kenshoo to Google, Yahoo and Bing (MSN) user interface. Worked with account managers to ensure client needs are met and issues are resolved in a timely fashion as well as to communicate any changes to campaigns, technical issues and optimization suggestions.

? Few Notable Accomplishments

- ? Awarded 3 times as Performer of the Month in 2 Years by VivaKi/Performics Program Managers & Director of Media Operations
- ? Rewarded by VP of Theorem for building first ever white-paper in company's history.
- ? Received Star Performer of the Month - By Theorem Inc. on 2 occasions
- ? Received Star Performer of the Month – By Google India Offsite Vendor program, HCL
- ? Awarded Star Performer of Q3 2013 by HCL Technologies
- ? Awarded Employee of the Q3 2016 – Collective Media

Additional Information :

EDUCATION

Bachelor in Science – Computer
? JSS College - Mysore University

Master In Business Administration – Project Management (pursuing, final year)

? Bharathiyar University – Affiliated to Coimbatore University