



SAUMYA SRIVASTAVA

ASSOCIATE VICE PRESIDENT: PLANNING

CONTACT

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📍 Delhi NCR

SKILLS & TOOLS

- Audience planning & Insight:
 - GWI
 - Comscore
 - Dentsu Marketing Cloud
 - Similar Web
- Ad Manager
 - Meta
 - Google Ads
 - Twitter, Amazon, LinkedIn, Snapchat
- Digital Strategy & Planning

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Chinese (Intermediate)

PROFILE

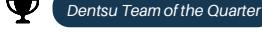
Digital-first media planning professional with 12+ years managing INR 150+ crore annual spends in segments like Pharmaceutical, FMCG, handsets, laptops, 2-wheeler vehicles and more.

Expertise in driving brand growth through innovative strategies, data-driven optimization, and cross-functional collaboration.

WORK EXPERIENCE

Dentsu International

- **Associate Vice President: Planning** July 2025- Present
- Leading integrated planning across Offline & Digital across accounts like Eli Lilly, LG, McCain & others. Leading the India launch and ongoing integrated campaigns across print, OOH, digital, influencer, and retail.
 - Managing a 10-person team across planning, platform & ad operations, aligning roles to strengthen, set priorities & clear blockers.
 - Coordinating and leading extended cross-functional teams - Dentsu Creative, influencer, outdoor, and print/digital planning and run client conversations



- **Sr. Business Director: Digital Planning** July 2024- June 2025
- Client lead for media, SEO, and website strategy for Dabur to develop and execute growth-focused client-level strategies.
 - Directed planners, platform specialists, and ad-ops on 40+ products for BAU + burst campaigns; maintained channel/creative coherence across teams and provided integrated client solutions.
 - Strategic annual planning of all digital campaigns across categories, involving market research, consumer insights, audience profiling for full funnel approach



- **Business Director: Digital Planning** Oct 2022 - June 2024
- Oversaw strategic planning and execution of digital campaigns in Hair & Personal Care category, employing innovative strategic campaigns based on market research to drive brand awareness and visibility.
 - Collaborated with cross-functional teams to optimize campaigns and implement real-time adjustments.
 - Outlined annual comprehensive digital marketing strategies aligned with brand goals and objectives.

WORK EXPERIENCE

EDUCATION

2011-2014

INSTITUTE OF MANAGEMENT STUDIES, NOIDA

Bachelor in Business Administration (BBA)

2012-2013

SCHOOL OF FOREIGN LANGUAGE, NEW DELHI

Advanced Diploma of Proficiency in Mandarin Language

2010-2011

YEW CHUNG INTERNATIONAL SCHOOL, SHANGHAI

Senior Secondary, IB Board (International Baccalaureate)

Omnicom Media Group

- Associate Director: Digital Planning Mar 2022 - Oct 2022
- Group Head: Digital Planning Mar 2021 - Mar 2022
 - Developed & executed digital strategy for Vivo and HP laptops across digital platforms aligned with brand vision and client briefs.
 - Managed end-to-end campaign execution, including media buying, reporting, and fund management with media partners.
 - Streamlined processes for billing accuracy and delivery predictability; mentored planners on best practices.
 - Partnered with device brand teams on go-to-market plans; translated commercial goals into budgets, phasing, and channel tests.

Crayons Advertising Pvt. Ltd

Jan 2019 - Mar 2021

- Media Planner
 - Strategized and planned digital campaigns for clients such as Air India, MP Tourism, TN Government, Bakson and others.
 - Built measurement and optimization routines using platform tools like Google & Meta; delivered on reach and efficiency goals.
 - Actively worked on pitches across multiple categories.

Fork Media Pvt. Ltd

Oct 2015 - Jan 2019

- Publisher Acquisition Manager
 - Optimized and serviced performance campaigns to meet client objectives.
 - Recruited top affiliates, executed, and monitored display campaigns for effective delivery & conversion tracking to improve delivery relatability & outcomes

Exemplar E-solutions Pvt. Ltd

Oct 2014 - Oct 2015

- Affiliate Executive
 - Drove ROI through affiliate networks; built repeatable partner relationships; analyzed market trends to shape offers and strategy.