



SAUMYA SRIVASTAVA

ASSOCIATE VICE PRESIDENT: PLANNING

CONTACT

+91- 9582701740

saumyasrivastava093@gmail.com

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



Dentsu Team of the Quarter

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



IMA

ET Shark

Maddies

DMEA

Dentsu Employee of the Quarter

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.

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)

WORK EXPERIENCE

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 reliability & 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.