

BHAVAYA TYAGI

ACCOUNT DIRECTOR - CDP, ANALYTICS, AND MARTECH

- 2nd Position in Visual Basic Programming.
- Recipient of Stellar Award (2 times).
 - Recognized for best performance in Marketing and Audience/Ad Operations at Jagran New Media.
- National Level Participant in Mathematical Olympiad (2 times).

9+ Years of Expertise in CDP, Analytics, and MarTech as a High-Impact Account Director. Proven ability to drive significant business growth through: Strategic Data Management | Advanced Analytics Solutions | Innovative Technology Integration

Leveraging cutting-edge technology to unlock the power of data and transform it into actionable insights that propel business results.

AWARDS



EDUCATION



- Completed Certificates on Analytics, CDP, RT CDP & AJO.
- Internshala Trainings Certification, Project Management (Jun 2024 - Nov 2024).
- Internshala Trainings Certification, Human Resource Management (Jun 2024 - Nov 2024).


CONTACT



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PROFILE



EXPERIENCE

Jul 23 - Jun 24 | Atlantic Automotive - Tarmac - Quikr India Pvt. Limited

Jul 22 - Jul 23 | Cheil India Pvt. Ltd. (Samsung Group) |

Jan 22 - Jul 22 | Kinesso Pvt. Ltd. | Assistant Manager

SEP 21 - JAN 22 | Ginnarsoft Pvt. Ltd

SEP 20 - SEP 21 | Times Internet

MAR 18 - SEP 20 | Jagran New Media

DEC 16 - JAN 18 | Systools



TECHNICAL SKILLS

Business Intelligence (BI), Marketing & Data Management:

- Google Ad Manager, DV360 (Display & Video 360), Colombia Ads, Oracle BlueKai, Lotame Analytics, Adobe Analytics, Google Analytics, Bing Ads, Salesforce Data Cloud, Oracle CDP, Salesforce, Google Audience Center (in relation to Analytics/Ad Manager and DV360).

Data Visualization & Analysis:

- Tableau, Microsoft Excel (Advanced), Advanced Data Migration and Visualization.

E-commerce & Digital Marketing:

- Data Management Platforms (DMP), Ad Platform Management, Ad Analysis Platforms, E-commerce Analytics.

Tools and Technologies:

- **Cloud Platforms:** Amazon Web Services (AWS).
- **Advertising Platforms:** Google Ad Manager, DV360, Colombia Ads.
- **Audience Management:** Oracle BlueKai, Lotame, Google Audience Center, AJO, AEP, AEM, CJO, Twilio, Segment CDP, Blueshift, Bloomreach Engagement, Adobe Real-Time CDP, Segment, Tealium AudienceStream, Treasure Data CDP, mParticle CDP, BlueConic CDP, Salesforce CDP, Adobe Experience Platform, Optimove CDP, Lytics CDP, Zeta Global CDP.
- **Analytics Platforms:** Adobe Analytics, Google Analytics, Bing Ads, Salesforce DMP.
- **Data Visualization:** Tableau, Microsoft Excel.
- **CRM and Marketing Automation:** Salesforce.

PROFESSIONAL SUMMARY

- **Revenue Optimization:** Spearheaded initiatives leading to over 710 crore in revenue optimization through advanced analytics, audience management, and campaign management tools.
- **Data Management Leadership:** Led and managed cutting-edge data management projects across various industries, integrating AI, ML, and VR technologies.
- **Technical Expertise:** Specialized in EDP, Analytics, Audience Manager, Optimization, and Campaign Management, with hands-on experience on platforms like Adobe, Google, Salesforce, Thane, ALP, Sdecurn CDP, Tenalium, fluecunic, and Salesforce CDP.
- **Client Success:** Successfully managed international clients across advertising, media, and product domains, consistently delivering optimal results and enhancing client satisfaction.
- **Technical Proficiency:** Proficient in SQL, PL-SQL, and advanced data visualization tools like Tableau and Power BI. Expert in setting up and monitoring tags, pixels, and placements across platforms.

EXPERIENCE

Atlantic Automotive - Tarmac - Quikr India Pvt. Limited
(Jul 23 - Jun 24)
Account Director - CDP, Analytics, and Martech

Client Relationship Management: Established and streamlined operations for Data Management Platform (DMP), Analytics, and Adobe Target client services.

Strategic Planning and Execution: Achieved a remarkable 108% growth in revenue compared to the previous year.

Data and Analytics Oversight: Gained experience in Loyalty, CRM, and CDP within an E-commerce/Retail setup.

Martech Integration and Optimization: Designed various API patterns and protocols, emphasizing security and understanding the nuances between bespoke and subscription models.

Team Leadership and Development: Developed and facilitated discussions on Technical Architecture Solutions, including Monolithic vs. Microservice Architecture vs. 3 Tier Applications.

Financial Management: Evaluated options swiftly, made decisions, and executed within a high-paced environment with multiple stakeholders.

Project Management: Demonstrated strong time management skills and meticulous attention to detail.

Cross-Functional Collaboration: Worked closely with sales, marketing, product development, and IT teams to align strategies and achieve common goals.

Compliance and Quality Assurance: Ensured all account activities comply with industry regulations and company policies.

Market and Competitive Analysis: Conducted regular market and competitive analysis to identify opportunities and threats.

Jul 22 - Jul 23 | Cheil India Pvt. Ltd. (Samsung Group) | Associate Account Director - DMP, Target, Analytics - Adtech and Martech, Business Strategy, Operations

- **Boosted campaign ROI:** Analyzed data to identify trends and generate insights, leading to optimized campaigns and improved return on investment.
- **Empowered analytics team:** Led a team of analysts, ensuring high-quality deliverables were delivered on time.
- **Strengthened data capabilities:** Enhanced data collection, analysis, and reporting processes.
- **Delivered client satisfaction:** Acted as the key liaison for Samsung Group, fostering strong relationships and ensuring their satisfaction.

Jan 22 - Jul 22 | Kinesso Pvt. Ltd. | Assistant Manager - Adobe Audience Manager - Adtech and Martech (Audience Platforms)

- **Supercharged publisher growth:** Drove revenue and ad optimization for a variety of publishers, maximizing their earning potential.
- **Empowered support teams:** Developed and managed training programs for rapid and efficient query resolution, improving customer service.
- **Increased client revenue:** Enhanced client revenue through strategic ad management and design, leading to stronger client partnerships.
- **Championed customer success:** Ensured customer satisfaction and delivered value through internal products, fostering positive customer experiences.

SEP 21 - JAN 22 | Girnarssoft Pvt. Ltd.

Deputy Manager - Audience Product, Network Platform, and Ad Operations

SEP 20 - SEP 21 | Times Internet

Sr. Officer 3 – Customer Success Engineer, Publisher Platform – M360, Colombia (Fintech, SAAS, Analytics, Ad-Tech Platforms, DMP)

MAR 18 - SEP 20 | Jagran New Media

Sr. Executive Adops/Data Science (DMP, Analytics and Ad-tech Platforms)

DEC 16 – JAN 18 | Systools

Executive (Digital Marketing and Multi-Language Analytics)

JAN 15 – DEC 16 | Cetpa Infotech

Oracle DBA/ Developer Trainer (Database and Management Tool) Technologies