

NAME OF PERSON

Director - Media Planning & Buying



8+ Years of Experience in Marketing,
Digital Branding, Social Media, Media
Buying and Growing Business



123456789



xyz@gmail.com



linkedin.com



XYZ City, ABC, Country

PROFESSIONAL SKILLS

Social Media
Business Development
Digital Marketing
Marketing Strategy & Planning
Team Management & Operations
Campaign Planning & Management
Media Buying

Jun, 2022 -
Present

Company 1 Director - Media Buying & Planning

- Identify new business opportunities & Lead Pitches
- Provide business solutions through media approaches for different brands detailed out here Undertake key
- initiatives/business solutions in tandem with clients' goals, business objectives and priorities Lead the media
- team of 18 people and ensure smooth functioning on deliverables Explore opportunities in terms of Media
- buying and achieve desired results for clients (programmatic, Native, Affiliate, Innovations etc.)

**Increased Media Spending by 268%
within two years**



Apr, 2021 -
June, 22

Company 2 Head of Digital & Group Account Director

Planning and strategising for Online Marketing
Monitoring all Digital Ads (Facebook, LinkedIn, YouTube, Google, Pinterest)
Media Buying
Monitoring all SEO, SEM, ORM activities
Pitching new clients
Handling a Team of 35 people

Increased Revenue by 68% within a year



Jan, 2019 -
Apr, 2021

Company 3 Lead Account Management

- Handling all offline and online operations Served both
- national and international clients, Have experience of working with more than 20 clients here. Strategize and
- plan for different online campaigns, sales initiatives for the clients Have worked in and managed several offline
- events. Planned and executed paid marketing
- campaigns for clients on platforms such as Facebook.
- Youtube, Instagram, Linkedin & Google] Managed social media accounts for clients. Extensively planned and brought in new business opportunities for the company
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Sep, 2017 -
Dec, 2018

Company 4 Social Media Manager

- Planning & Marketing for Social Media accounts of different brands
- Serving all International Client and Marketplaces
- Managed a team of 7 people
- Influencer Marketing



Academic History

B.Tech in INFORMATION TECHNOLOGY, 2013 - 2017
College

PURE SCIENCE, 2011 - 2013
School

Class 10th - 2011
School

Personal Interest

Painting
Digital Art
Photography
Writing
Travelling

Achievements, Recognitions, Opportunities

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus, augue
- nec luctus porta, lacus neque tempor nisl, vitae dictum nibh nisi at magna.
- Integer aliquet massa et libero sollicitudin, vel pretium odio facilisis.
- Vivamus rutrum justo id lorem malesuada, in ullamcorper sem porttitor. Suspendisse a velit vitae risus sodales ultricies. Pellentesque semper,
- lorem non porta commodo, tellus turpis fermentum nibh, sit amet facilisis

