

NAME OF PERSON

Director - Media Planning & Buying



Senior Full Stack Developer | TechCorp Solutions | Jan 2024 - Present

- Architected and deployed scalable SaaS platform serving 50,000+ users
- Led team of 8 engineers in agile development of AI-powered features
- Implemented microservices architecture reducing latency by 45%
- Integrated multiple AI APIs (OpenAI, Anthropic) for intelligent automation
- Technologies: React, Node.js, Python, Docker, PostgreSQL, AWS

1234567890

xyz@gmail.com

linkedin.com

XYZ City, ABC, Country

8+ Years of Experience in Marketing,

Digital Branding, Social Media, Media
Buying and Growing Business

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

