

# 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

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- 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

