

# Nethresh B S

Amersfoort, 3814 CB,  
The Netherlands

**Contact:** +31 6537 51445 / +91 99727 40830

**Email:** [nethreshshamann@gmail.com](mailto:nethreshshamann@gmail.com)

**LinkedIn:** [www.linkedin.com/in/nethresh-b-s-86768a60](https://www.linkedin.com/in/nethresh-b-s-86768a60)



## PROFESSIONAL SUMMARY

Dedicated and self-motivated Process Specialist in Digital Marketing seeking to join as a Business Analyst. An Expert with nearly 8 years of experience in Marketing, Management, and Digital Advertising who is fully capable of driving the company's performance and revenue while furthering personal goals.

- A highly skilled professional with two degrees and a double major post-graduation.
- Experience in leading Ad campaigns for over 50 global & domestic brands and 5 aggregators with daily Ad investment of avg. INR 2M.
- Proven track record in strategy formulation, execution, and optimization of high-impact campaigns with 15% increase in client satisfaction.
- Adept at utilising a synergistic method while handling cross-functional teams to deliver projects on time and within budget for optimal results.
- Perceiving business problems and articulating customer's business goals into perceptible and attainable action plans has been a pre-emptive routine.
- Help bridge the gap between the stakeholders and gaining agreement, iterating through development.
- Skilled in stakeholder management, data analysis, and project execution with a focus on driving business growth and innovation.
- Extensive hands-on knowledge about increasing brand awareness and implementation of online branding awareness for product performance.
- In-depth knowledge on current marketing trends, influencer strategy, optimization expert with tangible results and great feedback from customers and leadership.
- Performed A/B testing regularly and applied data-driven insights to refine targeting strategies.

## EDUCATION

🎓 Bachelor of Legislative Law (LL.B.)	: Karnataka State Law University, India
🎓 Master of Business Administration (MBA)	: Bangalore University, India
🎓 Bachelor of Business Management (BBM)	: Bangalore University, India

## CERTIFICATIONS

- 📜 Microsoft Business Analyst Professional
- 📜 Project Delivery in Business Analysis and Capstone Project
- 📜 Microsoft Business Analysis Fundamentals
- 📜 Project Management Level One
- 📜 Creating Project Charter
- 📜 Microsoft Certified Data Analyst Associate with Power BI
- 📜 Communication Skills every Manager should Master
- 📜 SQL Programming Basics
- 📜 Requirements Gathering in Business Analysis
- 📜 Data and Business Process Modelling with Microsoft Visio
- 📜 Data for Business Analysts using Microsoft Excel

## SKILLS

Functional Skills		Business and Social Skills	
Data Analysis & Reporting	PPC Marketing	Leadership	Time Management
Campaign Strategy Formulation	Amazon Advertising	Initiate Pioneering Actions	Negotiation & Persuasion
Microsoft Excel	SEO & SEM	Effective Communication	Conflict Resolution
Microsoft Power BI	Ad Targeting	Customer Collaboration	Attention to Detail
Microsoft SQL Management Studio	Ad Performance Optimization	Decision Making under Pressure	Self-Motivated & Committed
Risk Analysis	Agile Methodologies	Analytical and Critical Thinking	Empathy
Quality Management	Project Planning	Adaptability	Collaboration
Stakeholder Analysis	Gap Analysis	Strategic Planning	Active Listening
Impact Analysis	Requirements Gathering	Problem Solving	Cultural Sensitivity

## WORK EXPERIENCE

### COGNIZANT TECHNOLOGY SOLUTIONS, BENGALURU, INDIA

Process Specialist | August 2021 – July 2024

- Design and creation of Excel automation led to 17% reduction in turnaround time.
- Devising solutions based on sound analysis led to 25% increase in adoption rate.
- Combining experience of process, technology and regulation to act as a source of best practise guidance and expertise, helping to make decisions and solve problems.
- Leading by example, ensuring products and services are created to an appropriate level, and that responses to ad issues are well informed, prompt and robust.
- Input into ideation, helping high-value clients to create problem statements that describe what needs to be done and why – helping to drive alignment and informing the definition of Business Objectives.
- Directed cross-functional teams, ensuring seamless collaboration between creative, sales, and technical departments to optimize campaign performance.
- Utilized data analytics to monitor and adjust campaign strategies, leading to a significant increase in ROI for over 30 clients.

### MASIRA DIGITAL MARKETING PRIVATE LIMITED, BENGALURU, INDIA

Digital Marketing Analyst | May 2020 – August 2021

- Managed multiple digital marketing campaigns, optimizing performance through detailed analysis and strategic adjustments.
- Provided actionable insights to executive leadership through regular reporting on key performance metrics, leading to improved marketing outcomes.
- Spearheaded initiatives to enhance customer engagement and conversion rates, resulting in a 20% increase in campaign effectiveness.

### TRIDENT AUTOMOTIVE – RENAULT INDIA, BENGALURU, INDIA

Senior Sales & Marketing Associate | January 2016 – March 2017

- Formulate attainable automotive sale targets for the team.
- Managed marketing activities to promote showroom sales of Renault cars.

### HOLIDAY IQ, BENGALURU, INDIA

Team Lead – Operations | August 2015 – December 2015

- Managed a team of 15 field marketing associates operating in all the five states in the south of India.
- Design and evaluation of training programs.

**AEGIS BPO SERVICES, BENGALURU, INDIA**

Technical Support Executive | June 2008 – March 2009

- Delivered technical support to U.S. customers, troubleshooting issues and achieve a high-resolution rate.
- Maintained up-to-date knowledge of dial-up connections, ensuring accurate & efficient customer service.

**FIRSTSOURCE SOLUTIONS LIMITED, BENGALURU, INDIA**

Customer Service Representative | November 2006 – November 2007

- Managed customer inquiries and account issues for UK-based Sky DTH customers, consistently achieving high customer satisfaction scores.
- Convert general inquiries into new customers.

**DECLARATION**

I hereby declare that the information provided above is true and accurate to the best of my knowledge.

Date:

Place: The Netherlands

Nethresh B. S.