

Sreehari A

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ACADEMIC PROFILE		
B.Tech (Petroleum)	Excel College of Engineering and Technology, Tamil Nadu	7.19
XIIth DHSE	NRPM HSS, Kerala	96.7%
Xth CBSE	Sree Narayana Central School, Kerala	9.0
PROFESSIONAL EXPERIENCE		
Associate Manager	Publicis Media, Bangalore	Oct 2024 to Present
Roles & Responsibilities	<ul style="list-style-type: none"> Managed and administered a large-scale media portfolio of around \$200 million for a key Fortune 500 client in the telecommunications sector, ensuring strategic allocation and high-impact utilization Appointed Single Point of Contact (POC) for the LOB during onshore lead transition, ensuring 100% business continuity by managing communication, issue escalation, and critical decision-making Maintained seamless operational continuity by serving as the central liaison between platform partners, creative agencies, and AdOps teams, quickly resolving issues related to campaign deliverables Served as the designated Subject Matter Expert (SME) for team onboarding, developing and leading training sessions on platform usage and complex internal workflows to rapidly ensure new resources achieved operational readiness and high-quality performance Drove rapid, high-stakes budget allocation by approving and executing a \$300K incremental spend over 17 days, utilizing predictive modeling and pacing analysis to guarantee full campaign expenditure and maximize end-of-quarter ROI Proactively identified and rectified a critical \$50K campaign brief error (incorrect RTM campaign reference), safeguarding the client's budget and mitigating significant financial risk through meticulous pre-launch auditing and data validation 	
Analyst	Publicis Media, Bangalore	Dec 2022 to Sep 2024
Roles & Responsibilities	<ul style="list-style-type: none"> Experienced in managing end-to-end marketing campaigns, including strategy development, media planning, execution, continuous optimization, and performance reporting Streamlined the entire campaign lifecycle, including end-to-end trafficking, implementation, and final performance reporting using Google's Campaign Manager 360 (DCM) Developed, meticulously validated, and presented high-stakes financial and operational analyses to the executive leadership team, consistently ensuring 100% data integrity and flawless quality in all key deliverables Review and validate tracking URLs, targeting parameters, creative assets, and third party tags to ensure alignment with client specifications before campaign launch Leveraged robust analytical skills to derive actionable, data-driven insights that directly informed marketing strategy, resulting in measurable improvements in campaign performance and ROI 	
Trainee Analyst	Publicis Media, Bangalore	Jun 2022 to Dec 2022
Roles & Responsibilities	<ul style="list-style-type: none"> Analyzed, tracked, and optimized ongoing campaigns across Meta, LinkedIn, Snapchat, and Twitter to make strategic recommendations to meet campaign goals and improve performance Monitor live campaigns to verify pacing, tracking and delivery accuracy, swiftly resolving any discrepancies Aligned stakeholder expectations and project scope by consistently communicating development milestones, timelines, and progress to internal teams and clients Partnered with Performance Manager to strategically launch and optimize campaigns to brief specifications and industry standards Generate comprehensive QA report and provide actionable insights to enhance workflow efficiency and campaign accuracy 	
Marketing Associate	Welgate Organics, Trivandrum	Jun 2020 to Dec 2021
Roles & Responsibilities	<ul style="list-style-type: none"> Devised and implemented marketing funnel and lead generation strategy which led to an increase in 80% conversion rate Implemented grievance redressal mechanisms and actions led to 40% more efficiency in grievance redressal Analyzed sales execution CRM application to organise and record interaction of potential customers with the company Proactively conducted competitive analysis, insights and learnings which supplemented in improving the company Served as primary resource of contact and point of escalation for all the problems of customer; liaised with the technical support team to address customer pain points and to implement and execute grievance redressal mechanism 	
PROJECT/ INTERNSHIP		
A to Z Digital Marketing Bootcamp	MICA, Online	Nov 2024 to Sep 2025
Roles & Responsibilities	<ul style="list-style-type: none"> Designed and launched a fully operational drop-shipping e-commerce platform selling custom t-shirts, managing the entire lifecycle from product sourcing and vendor selection to online storefront deployment Integrated and configured Meta Pixel and Google Analytics 4 (GA4) to meticulously track user behavior, purchase funnels, and campaign performance, leveraging data for daily optimization of ad creative and targeting parameters Secured the 2nd Place distinction among 5 teams in the MICA course project evaluation, validating strong execution, strategic planning, and measurable financial performance 	
Social Media Marketing Intern	The Learning Monks, Trivandrum	Aug 2019 to Feb 2020
Roles & Responsibilities	<ul style="list-style-type: none"> Monitored social media accounts with 1500+ followers which saw an increase of 50% in followers within 4 months Undertook content creation on Instagram and analyzed the performance through Instagram insights which increased the profile visits by 65% on a base of 1600 Mastered complex comprehension and inferential reasoning by inputting diverse CAT mock content, ensuring pedagogical integrity and drawing contradiction-free inferences from intricate passages and multi-faceted data 	
CERTIFICATIONS		
Certification	Institute	Year
A to Z Digital Marketing Bootcamp	MICA	2025
Meta Media Buying Professional	Meta	2025
The Marketing Launchpad	Kraftshala	2022
Foundation of Project Management	Google	2022
POSITION OF RESPONSIBILITY		
Publicis Media	Industry Knowledge Initiative Lead	2024
<ul style="list-style-type: none"> Drove continuous engagement and knowledge transfer across the team by consistently curating, designing, and distributing the bi-weekly newsletter, establishing it as an essential, high-value source for digital marketing industry updates and best practices 		
ICICI Prudential, Ernakulam	Virtual Placement Coordinator	2022
<ul style="list-style-type: none"> Successfully coordinated and communicated with 700+ prospective MBA candidates throughout India to facilitate their punctual attendance and engagement in the company's virtual hiring events Supervised around 50+ group discussions and 300+ personal interviews within 2 months 		
HOBBIES & INTERESTS		
<ul style="list-style-type: none"> Embraced intense desire to conquer more heights right from the childhood and secured first place in Chimney-Bridging-up state championship in the year of 2015 		