

|  |  |                                    |                              |
|--|--|------------------------------------|------------------------------|
| Sreehari A   |  |                                    |                              |
| Phone No: +917560803013  |  | LinkedIn                           | Email: sreeharia04@gmail.com |
| 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"><li>•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</li><li>•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</li><li>•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</li><li>•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</li><li>•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</li><li>•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</li></ul> |                                    |                              |
| Analyst  |  | Publicis Media, Bangalore          | Dec 2022 to Sep 2024         |
| Roles & Responsibilities   | <ul style="list-style-type: none"><li>•Experienced in managing end-to-end marketing campaigns, including strategy development, media planning, execution, continuous optimization, and performance reporting</li><li>•Streamlined the entire campaign lifecycle, including end-to-end trafficking, implementation, and final performance reporting using Google's Campaign Manager 360 (DCM)</li><li>•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</li><li>•Review and validate tracking URLs, targeting parameters, creative assets, and third party tags to enstre alignment with client specifications before campaign launch</li><li>•Leveraged robust analytical skills to derive actionable, data-driven insights that directly informed marketing strategy, resulting in measurable improvements in campaign performance and ROI</li></ul>  |                                    |                              |
| Trainee Analyst  |  | Publicis Media, Bangalore          | Jun 2022 to Dec 2022         |
| Roles & Responsibilities   | <ul style="list-style-type: none"><li>•Analyzed, tracked, and optimized ongoing campaigns across Meta, LinkedIn, Snapchat, and Twitter to make strategic recommendations to meet campaign goals and improve performance</li><li>•Monitor live campaigns to verify pacing, tracking and delivery accuracy, swiftly resolving any discrepancies</li><li>•Aligned stakeholder expectations and project scope by consistently communicating development milestones, timelines, and progress to internal teams and clients</li><li>•Partnered with Performance Manager to strategically launch and optimize campaigns to brief specifications and industry standards</li><li>•Generate comprehensive QA report and provide actionable insights to enhance workflow efficiency and campaign accuracy</li></ul>   |                                    |                              |
| Marketing Associate  |  | Welgate Organics, Trivandrum       | Jun 2020 to Dec 2021         |
| Roles & Responsibilities   | <ul style="list-style-type: none"><li>•Devised and implemented marketing funnel and lead generation strategy which to an increase in 80% conversion rate</li><li>•Implemented grievance redressal mechanisms and actions led to 40% more efficiency in grievance redressal</li><li>•Analyzed sales execution CRM application to organise and record interaction of potential customers with the company</li><li>•Proactively conducted competitive analysis, insights and learnings which supplemented in improving the company</li><li>•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</li></ul>  |                                    |                              |
| PROJECT/ INTERNSHIP  |  |                                    |                              |
| A to Z Digital Marketing Bootcamp  |  | MICA, Online                       | Nov 2024 to Sep 2025         |
| Roles & Responsibilities   | <ul style="list-style-type: none"><li>•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</li><li>•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</li><li>•Secured the 2nd Place distinction among 5 teams in the MICA course project evaluation, validating strong execution, strategic planning, and measurable financial performance</li></ul>  |                                    |                              |
| Social Media Marketing Intern  |  | The Learning Monks, Trivandrum     | Aug 2019 to Feb 2020         |
| Roles & Responsibilities   | <ul style="list-style-type: none"><li>•Monitored social media accounts with 1500+ followers which saw an increase of 50% in followers within 4 months</li><li>•Undertook content creation on Instagram and analyzed the performance through Instagram insights which increased the profile visits by 65% on a base of 1600</li><li>•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</li></ul>  |                                    |                              |
| 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"><li>•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</li></ul>                             |  |                                    |                              |
| ICICI Prudential, Ernakulam  |  | Virtual Placement Coordinator      | 2022                         |
| <ul style="list-style-type: none"><li>•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</li><li>•Supervised around 50+ group discussions and 300+ personal interviews within 2 months</li></ul> |  |                                    |                              |
| HOBBIES & INTERESTS  |  |                                    |                              |
| <ul style="list-style-type: none"><li>•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</li></ul>  |  |                                    |                              |