Contact

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(LinkedIn)

Top Skills

Office Management – Managing
P&L, Drive profitability

Training and Grooming Talents

Client Management – Media
Services

Languages

English (Full Professional)

Hindi

Certifications

Completion Certificate of Course 3 :
Machine Learning 1 as part of Post
Graduate Diploma in Data Science,
IIIT - B

Completion Cerificate of Course
1 : Data Toolkit as part of Post
Graduate Diploma in Data Science,
IIIT-B

Completion Certificate of Course 2 :
Advanced Machine Learning as part
of Post Graduate Diploma in Data
Science, IIIT - B

Preparatory Course for pursuing
Post Graduate Diploma in Data
Science

Letter received on admission to Post
Graduate Diploma in Data Science,
flagship programme at International
Institute of Information Technology,
Bangalore

Honors-Awards

Acknowledged as GEN NEXT
MEDIA MAGNET

Himanka Das

Senior Marketing, Media Communication Professional | Proficient
in optimizing marketing investments driven by business analytics |
Post Grad Diploma in Data Science from IIIT, Bangalore (Batch of
2020-21) |
Mumbai

Summary

My co-ordinates ☛ ✆ + 91 9820365063 ✉ himanka_p@hotmail.com

I drive P&L to achieve high performance growth delivering operating
margin target || Led successfully digital transformations by building
digital capabilities to deliver marketing ROI/ KPIs || Expert in building
integrated marcom framework and its implementation to deliver
productivity efficiencies mapped to brand KPIs || Experienced in ML/
Data science storytelling || Expert in sales go-to-market strategy and
demonstrated agility in implementing solutions || Highly skilled in
bringing MarTech and Media Partnerships to deliver business KPIs
efficiently.

♦ I have demonstrated high caliber entrepreneurial skills to turn
around organizations, having reputation of building long client
relationships. A proven result-oriented media and marcom leader
having more than two decades of experience.
♦ I am qualified in data science and certified in Google Analytics,
evangelising analytics skills by experimenting hands-on Machine
Learning predictive analytics models on datasets (concatenating
research data and real data generated from dashboards) to
address business problems in the domain of media and commerce
with specific area of measuring impact of marketing levers and
communication channels that is driving consumer purchase
decisions and customer retention.
♦ Passionately demonstrated high level sales capability developing
go-to-market strategies with the goal to create new sales pipeline
and accelerate existing pipeline and operationalize plans.
♦ Specialist in building MarTech and media partnerships to deliver
creative solutions, AI deployment, this enabled me for high revenue
extraction and maximize operating profit margins. I have a proven

track record of working in a highly matrixed organization of global footprint.

♦ Expertise in using Programming languages – Python & SQL

♦ Experience with Python libraries such as Panda, NumPy, Stat Models, Sk learn,

♦ Working knowledge and application experience in advanced statistical techniques and concepts including forecasting algorithms ARIMA, SARIMA,SARIMAX and data mining techniques, Random Forest, Decision trees, k-Means, Regression, Logistic regression, etc.

♦ Hands on experience in building market mix models/ model selection to recommend impact of marketing and channels of communication investments on revenues.

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Experience

Business Analytics Consultant ✚ Adjunct Faculty
Business Analytics Consultant ✚ Adjunct Faculty ✚ Student (Pursuing MS in Data Science)
June 2021 - Present (10 months)
Mumbai, Maharashtra, India

♦ Consulting spectrum of B2C & B2B start-ups to create business models of scalability and partnerships, helping them to get second round funding.

♦ Consulting companies in increasing efficiencies by identifying and evaluating Martech and media partnerships, AI deployment, building dynamic digital transformation models and process implementation.

♦ I am engaged part time with University & Institutes teaching as an adjunct faculty.

♦ I am on an academic sabbatical to upskill myself in data science to widen my application orientation of analytics. I completed my Post Graduate Diploma in Data Science from IIIT, Bangalore (Batch of 2020-21).

♦ Currently, pursuing MS in Data Science (scheduled to complete in Sept'22) from Liverpool John Moores University.

♦ As I am closure to finishing my academic pursuit, I am also exploring challenging and interesting full-time opportunities where I can add visible value to business challenges.

dentsu international india
9 years 5 months

Chief Executive Officer, Vizeum India

January 2018 - June 2021 (3 years 6 months)
Mumbai Area, India

Executive Vice President, Carat Media Services
April 2016 - December 2017 (1 year 9 months)
Mumbai Area, India

Sr. Vice President - West, Carat Media Services
February 2012 - May 2016 (4 years 4 months)

Lintas Media Group, Mumbai
8 years 3 months

Vice President
December 2003 - February 2012 (8 years 3 months)

Associate Vice President
December 2003 - May 2010 (6 years 6 months)

Business Director
April 2007 - July 2008 (1 year 4 months)

Media Director
December 2003 - April 2007 (3 years 5 months)

FCB Ulka
Media Group Head, Interface
October 2002 - December 2003 (1 year 3 months)

Starcom Mediavest Group
Media Group Head
January 2002 - September 2002 (9 months)

Madison World
Media Supervisor
2001 - 2002 (1 year)

As a Strategic Media Planner on Coca Cola India account across brands

Initiative
Media Manager
1999 - 2001 (2 years)

Madison World

Media Planner
1998 - 1999 (1 year)

Bhatia Shipping & Agencies Pvt. Ltd.
Marketing & Sales Executive
February 1995 - June 1996 (1 year 5 months)

Sales & Marketing

Education

Liverpool John Moores University
Masters Degree in Data Science · (November 2020 - September 2022)

International Institute of Information Technology Bangalore
Post Graduate Diploma in Data Science, Area of Specialization - Business
Analytics · (November 2020 - December 2021)

Department of Media and Communication Studies, Pune University
Masters Degree in, Mass Communication/Media Studies · (1996 - 1998)

Department of Economics, University of Pune
Post Graduate Programme in Foreign Trade Management, International
Marketing · (1994 - 1995)

Gauhati University
BSc, Physics · (1990 - 1993)