**K. Niteesha**

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**About Me:**

Digital Marketing Specialist with 5+ years of experience in end-to-end account optimization. I have hands-on experience in handling Tier I, II, Mid-Market and Agency accounts. Currently part of a team that offers full stack marketing services i.e., end to end optimization to top end clients (Flipkart, Paytm, Myntra, HP, Bigbasket etc.) to maximize account performance. Certified in Google Ads and Analytics, I’ve conducted training sessions to introduce product launch & updates and ensure a smooth transition.

**Work Experience Synopsis:**

* Working as **Subject Matter Expert** (Optimization Specialist), Cognizant Technologies Services for a Google project supporting **India Neon LCS ( Account Managers)**
* Certified in **Google Ads and Analytics**. Introduce the team to process updates and launches by conducting training sessions
* Worked as Senior Account Strategist, Regalix India Pvt Ltd for UMM Australia - AdWords project from April 2015 to March 2018
* Worked with Dell International Services as Group Lead (Credit Control) from Dec ’05 till Jan ’11

**Optimization Specialist ( Subject Matter Expert ), Cognizant Technologies Limited, Hyderabad**

* **Certified in Search, Display ,Video, Shopping, & Mobile App Campaign Optimization**
* **Managing Tier I, II accounts ((Flipkart, Paytm, Myntra, HP, bigbasket etc.) offering end to end optimization services including writing 1000+ creatives for them**
* Optimize India LCS accounts for performance improvement as per Account Manager and advertiser requirement to secure optimum marketing benefit along with incrementing existing business from the clients
* Provide insights along with new content recommendations for creatives (ads) and website to help increase website traffic, thereby conversions from the account
* Conducted training sessions for the team for new product launches (Responsive Search & Display Ads etc.)

**Senior Account Strategist, Regalix India Pvt Ltd, Hyderabad**

* Worked with the Upper Mass Market (UMM) team for Australia/New Zealand (AUNZ) Google Clients for the Australia & New Zealand market.
* Campaign optimization to help businesses achieve their marketing goals and produce a positive ROI.
* Mentoring and up-scaling below average performers and new recruits with one-to-one coaching, feedback and on-call support for effective transition.

**Group Lead, UK EMEA Finance ,Dell International Services:**

* Involved with Team Manager in forecasting month-end / Quarter-end closure Outlook
* Managing the customer accounts for UK Govt Health / Education Sector with a portfolio of almost 400 accounts which include Trusts, Councils and Universities of value 12M USD
* Being the Asst Team Lead, responsible for mentoring new hires in the team. Directing them in the day to day activities and bring them up to speed to work independently
* Outstanding performance in 151+ reduction in Jan 2010 overachieved standing at 110% reduction. Assisted the team to resolve escalations / issues as the escalation handler

**CIT Leasing (Dell Financial Services) from Dec ’05 to July ’08**

* ***Travelled to Ireland for On Job Training to complete process transition in May ’06***
* Ensured a seamless transition by training the team in Hyderabad for critical activities like EPP, HCI & Origination Fees post OJT
* Was part of the pilot team for CIT Leasing. Handled 5 different ledgers with more than 200 accounts each and a value of 16 Million USD, major ledger being for UK with accounts from different large business units
* Mentored new hires in the team and ensured that they are well versed with the process

**Academic Chronicle:**

* Graduated from Osmania University with Mathematics, Statistics & Computer Sciences
* Languages Known **:** English, Hindi, and Telugu (Fluent)

**Technical skills:**

* MS-Word, Excel, PowerPoint
* Google AdWords (Search, Display, Video, Shopping)
* Google Analytics

Place: Hyderabad