

# AKSHAY MENON

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## WORK EXPERIENCE

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### Programmatic Executive

*Dentsu Digital*

**July 2023 – Current**

*London, United Kingdom*

- Manage programmatic accounts across Tech, FinTech, and Hotel verticals, achieving a 80% increase in campaign ROAS through advanced data-driven targeting strategies.
- Conduct in-depth analysis of performance data, using A/B testing and multi-variable testing to refine targeting and optimize creative formats, leading to more efficient media spend and higher engagement rates.
- Developed strategic media plans to meet client KPIs, identifying optimal targeting strategies, creative formats and ad placements.
- Collaborated to develop advanced reports and automated dashboards using Google Apps Scripts, automating key reporting functions, which reduced manual reporting time by 70% and significantly improved data accuracy.
- Created a GPT-4-powered chatbot prototype during an OpenAI hackathon, enhancing client engagement and client pitching process.

### Programmatic Display Junior Associate

*Merkle Inc*

**July 2022 – June 2023**

*London, United Kingdom*

- Analyzed campaign performance data across multiple DSP platforms, such as Google DV360 and Adobe Advertising Cloud, identifying optimization opportunities that increased click-through rates and reduced cost per acquisition.
- Developed a custom PowerShell automation bot, reducing manual effort by 90%, and enhancing the accuracy of data handling for creative asset management.
- Campaign Manager, Google Ads, and Google Analytics to optimize digital ad strategies.
- Produced detailed reports demonstrating campaign performance improvements to clients and stakeholders.

### Software Engineer

*Deloitte Advisory (US Offices of India)*

**June 2018 – June 2020**

*Hyderabad, India*

- Developed an automation framework for Solvas LeaseController, reducing onboarding workload by 70-80% through PowerShell, ExtJS, and SQL Server automation.
- Awarded the Deloitte Innovation Award for creating an application that saved accountants 15 hours of work weekly by automating manual tasks.
- Led the Solvas Artest team, collaborating with the US team to meet project milestones and deliverables.
  - Database manipulation and analysis using Microsoft Excel, SQL Server and C#.
  - Responsible for creating and delivering technical documentation for the use of the product.
- Created a recruitment database using Excel, reducing candidate tracking time by 30% and enabling senior management to make data-driven decisions through PowerBi visualizations.
- Spearheaded the technology committee for Deloitte's employee engagement, organizing cultural and sporting events, and leading strategic planning and budgeting efforts.

### Intern

*Deloitte Advisory (US Offices of India)*

**January 2018 – May 2018**

*Hyderabad, India*

- Developer for Solvas Portfolio, a FinTech solution, improving code stability and performance through debugging and optimization.
- Collaborated on a blockchain-based solution to tackle insurance fraud, leading to the successful demonstration and validation of the concept by senior leadership.

### Summer Intern

*Larsen & Toubro InfoTech Pvt Ltd*

**June 2017 – July 2017**

*Mumbai, India*

- Developed machine learning models on Microsoft Azure, improving accuracy by 15%.
- Collaborated with software and testing teams to deploy robust ML solutions.

## EDUCATION

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### Loughborough University

*Master of Science, Sport Management*

**September 2020 – September 2021**

*Loughborough, United Kingdom*

- Passed with merit (2:1 degree)
- Course representative:
  - Act as a liaison between students and staff regarding academic matters.
  - Attend Student-Staff Liaison Committee meetings within the school.
  - Celebrate positive changes and keep students informed of changes and developments.
- Key modules included: Global Sports Marketing and Media, Managing Strategy Development in Sports Organisations, Management of Human Resources in Sports Industry, Sports Policy Governance and Law.
- Dissertation: How esports fit the definition of sport: Incorporating virtual athletes' perspectives.

### Vellore Institute of Technology

*Bachelor of Technology, Computer Science and Engineering*

**June 2014 – June 2018**

*Chennai, India*

- 8.25 CGPA
- Vice president of Sports club and member of Linux users club.
- Key modules included: Software Project Management, Cloud Computing, Computer Architecture and Organisation, Theory of Computation, Operations Research.
- Final Year Project: Real-Time Driver Action Recognition using Convolutional Neural Networks and Raspberry Pi

## CERTIFICATIONS

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- **Display & Video 360 Certification**, *Google*
- **Football Marketing and Management**, *Sports Business Institute Barcelona*
- **Metaverse and NFTs for Marketing**, *LinkedIn Learning*
- **Python via FOSSEE**, *Indian Institute of Technology, Bombay*
- **IBM Blockchain Foundation Developer**, *IBM*
- **Digital Marketing**, *Google Digital Garage*
- **Ethereum Blockchain Developer**, *Udemy*

## SKILLS

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### Technical Skills:

- **Platforms:** Google DV360, Campaign Manager 360, Google Analytics
- **Languages:** PowerShell, SQL Server, MATLAB, Python, JavaScript
- **Tools:** PowerBi, SPSS, Microsoft Excel, PowerPoint
- **Web Technologies:** HTML5, CSS3

### Industry Knowledge:

- Programmatic Advertising, Digital Marketing, Sports Management, Esports, Event Promotion, Digital Transformations (Metaverse, NFTs)