Amla Rathore

Available in Sydney from Aug’18 – No Sponsorship Required

Phone: +65- 90668711| Email: amla.rathore@yahoo.com

Address: 283, Bedok South, Avenue 3, Singapore 465460

LinkedIn: <https://www.linkedin.com/in/amlarathore>

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| OVERVIEW |
| I am Google AdWords Certified Digital Marketing Professional handling **media accounts with 80-100K monthly spends**.  I have hands on experience of media planning and buying for **Facebook, Google AdWords, DoubleClick Bid Manager, DoubleClick Campaign Manager, DoubleClick Search, DoubleClick Studio** and third parties like Twitter, TripAdvisor, Adara, Sojern etc.  Currently I am looking for a position where I can further enhance an existing strong digital marketing and advertising team. |

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|  | | KEY SKILLS | |  | |
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| Professional | | | Related | | |
| Campaign Management |  | | Microsoft Excel | |  |
| Data Analysis |  | | Microsoft PowerPoint | |  |
| Metasearch (Derbysoft) |  | | Google Analytics | |  |
| Facebook & Instragram |  | | Omniture Analytics | |  |
| Google AdWords |  | | New Hire Training | |  |
| DBM/DCM |  | |  | |  |
| DoubleClick Search |  | |  | |  |

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|  | EXPERIENCE |  |
| Enterprise Media Analyst • TravelClick, SG • January 2017 - Present  Develop and manage digital marketing campaigns for the clients **with 80-100K monthly spends** to meet the client’s KPIs like ROI goals, increase brand awareness and drive website traffic.  Create strategic digital media plans and work with cross-functional teams and digital media partners (**AdWords, Facebook, DCM/DBM, DoubleClick Search, etc**.) to execute campaigns across SEM, affiliates, social media, email and display channels.  Work with publishers, technology partners, creative teams, clients and other relevant parties to implement optimizations and monitor their effectiveness.  A/B testing, analyse data, develop optimizations and deliver reports on agreed schedule for each live campaign detailing performance, highlighting issues and providing optimization recommendations.  Works closely with platform providers as well as booking/reservation engines for technical support and troubleshooting on campaigns.  Media Manager • IH Digital, SG • July 2016 - November 2016  Planning and buying of digital media and activation on Facebook and other social platforms like Instagram, Twitter, Outbrain, etc.  Extensive experience in running different Facebook campaigns like engagement, lead generation, conversion etc. Campaign optimization and reporting with insightful performance reviews.  Associate Manager • Media.net • 2015 - 2016  Manage bigger portfolios and analyze data. Create the optimization process to help team achieve revenue targets and maximize ROI for the clients. Onboard new hires and conduct trainings.  Module Lead • Media.net • 2012 – 2015  Plan and optimize the campaigns to meet the client KPI. Report campaign progress and drive meaningful insights from the data. Liaise with the tech team to troubleshoot the issues. Generate insightful reports and make recommendation based on past the campaign performance. Update the training content for new hires to keep up to date with industry trends.  Senior Research Analyst • Media.net • 2011 – 2012  Monitor and enforce acceptable usage policies for website monetization. Monitor the campaigns and create strategies to meet the client KPI. Generate insightful reports and making recommendation based on past campaigns performance. Monitoring and enforcement of acceptable usage policies in cases of system abuse, illegal usage, misrepresentation etc.  Research Analyst • Media.net • 2007 – 2011  Execute contextual/native ads media campaigns for US, UK and Canada markets. Optimize and report with insights on the campaigns and highlight the issues. Analyze the website layout to come up with the designs for the landing pages. | | |
| EDUCATION | | | |
| Bachelor of Engineering  [Electricals and Electronics]  India  2003 - 2007 | | | |