Amla Rathore

Google AdWords Certified Digital Marketing Professional

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| Overview |
| I am passionate about web technologies and search industry. My key strength lies in the ability to target audience precisely and at proper frequency to ensure maximum ROI and meet aggressive deadlines.  I have extensive experience in monetizing display channels (mobile, banners, and social) for Yahoo Bing! Network.  I also have hands on experience of media planning and buying for **Facebook, Google AdWords** and third parties like Twitter, Spotify, 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  Content Monetization  Campaign Management  Data Analysis  Social Media Planning  Social Media Buying  Campaign Setup  Google AdWords | | Related  Team Management  Lead Generation  New Hire Training | |

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|  | Experience |  |
| Media Manager • IH Digital, SG • July 2016 - Present  Responsible for planning and buying of digital media and activation of digital campaigns on different platforms. Timely optimization of campaigns to improve ROI and help client achieve defined objectives. Generating insightful reports and making recommendation based on past campaigns performance. Working closely with the in-house content team and liaising with clients to get approval of campaigns and content, understanding their changing needs and adapting our approach to social media management for them accordingly.  Associate Manager • Media.net• 2015 - 2016  **Managing yearly revenue of around $ 20M**. Responsible for campaign management, data analysis and account optimization for big publishers. Design, build and managed team of 20 research analysts and lead the monetization efforts for both text and display ads. Strategizing optimization process to help team achieve revenue targets and maximize ROI for publishers. Responsible for gathering intelligence on current trends and issues within various verticals and disseminating these insights to the team. Proactively work with Business Development team to find digital channels that will constantly improve upon marketing ROI and drive product and services conversion  Module Lead • Media.net •2012 – 2015  Acted as a bridge between sales and account management team to achieve target. Liaising with the Business Development Specialists to facilitate maximization of revenue and to ensure smooth functioning of the department  Senior Research Analyst • Media.net•2011 – 2012  Mentoring the new employees in the team and assisting them with work related queries. Optimizing Domain Names and investigating web sites and conducting research & analysis for identifying concepts of domain names. Monitoring and enforcement of acceptable usage policies in cases of system abuse, illegal usage, misrepresentation etc.  Research Analyst • Media.net • 2007 – 2011  Optimizing Domain Names and investigating web sites and conducting research & analysis for identifying concepts of domain names. Checking content, quality and accuracy of each concept. Consistently monitor domain names as per customer feedback and satisfaction. | | |

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| Education |
| Bachelor Of Engineering  (Electricals and Electronics)  Indore, India  2003 - 2007 |