

Professional Summary

Results-driven Digital Media expert with 8+ years of experience in managing high-performing teams and driving successful paid campaigns. Proven track record of delivering ROI-driven media planning strategies. MBA in Marketing from a reputable institution, with a strong foundation in Search Engine Marketing (SEM) and team leadership.

Professional Experience

Senior Digital Media Manager (DM10)

Inazuma.co | January 2020 - Present

Digital Media Manager (DM8)

NovaSpire Digital | June 2018 - December 2019

Key Achievements:

- Increased campaign ROI by 35% through targeted SEM strategies
- Successfully managed a team of 5, resulting in a 25% increase in team productivity

Responsibilities:

- Managed paid campaigns across Google Ads and social media platforms
- Developed and implemented media plans for new product launches

Senior Media Planner

Pinnacle Marketing Agency | March 2016 - May 2018

Key Achievements:

- Improved client retention rate by 40% through tailored media planning solutions
- Collaborated with the creative team to launch a award-winning campaign

Responsibilities:

- Conducted market research to inform media planning decisions
- Coordinated with the sales team to pitch media plans to new clients

Media Planner

Apex Media Group | January 2014 - February 2016

Key Achievements:

- Consistently met or exceeded campaign KPIs, resulting in a 20% increase in client referrals
- Assisted in the development of a comprehensive media planning guide for new hires

Responsibilities:

- Assisted in the planning and execution of media campaigns
- Analyzed campaign results to provide actionable insights

Education

Master of Business Administration (MBA) in Marketing
Rizvi Institute of Management Studies & Research | 2014

Technical Skills

Digital Marketing:

- Search Engine Marketing (SEM)
- Google Ads
- Social Media Marketing

Team Management:

- Leadership
- Team Productivity Optimization
- Performance Management

Media Planning:

- Media Research
- Campaign Strategy Development
- Budget Allocation