

AKSHAY KUMAR

TEAM LEAD

New Delhi, IN | +91 99531 53211 | akki19185@gmail.com

LinkedIn Profile: <https://www.linkedin.com/in/akshay-k-965a2483>

Objective

I am a dynamic and results-driven Team Lead and digital marketing specialist with over 7 years of experience in managing and optimizing high-budget Google Ads campaigns. Currently, I am pursuing an MBA from IIM, Kozhikode to enhance business acumen and refine strategic thinking for greater impact in digital marketing and customer support leadership. Skilled in leveraging Google Analytics (GA4), Google Tag Manager, and Meta Insights to drive significant ROI through strategic planning, data analysis, and innovative advertising strategies across search engines, display, and social media. And proficient in Power BI, MS Office, Google Sheets and Basic SQL, with a proven track record of leading high-performing teams and executing data-driven initiatives.

Experience

Team Lead | Cognizant Technology Solutions

Jan, 2023 - Present

- Spearheaded strategic and operational initiatives by defining, structuring, and launching SOPs to improve Google Ads support, improving team efficiency by 30% and client satisfaction by 95%.
- Utilized Google Analytics (GA4) and Power BI to develop data-driven operational strategies, reducing project turnaround time by 15%.
- Collaborated with leadership to align customer support operations with business goals, ensuring SLA adherence and high-quality service delivery through effective use of Google Tag Manager and Google Merchant Center.
- Led cross-functional workshops and strategic initiatives, employing advanced data analysis tools to identify business priorities and drive critical decision-making across global projects.

Process Specialist | Cognizant Technology Solutions

Jun, 2021 – Dec, 2022

- Conducted in-depth analysis to identify training needs, resulting in a 25% boost in team efficiency and reducing onboarding time by 20% using insights from Meta Insights and GA4.
- Partnered with cross-functional stakeholders to streamline processes and optimize campaigns, improving return on ad spend (ROAS) to over 300% through advanced troubleshooting and optimization in Google Ads and Power BI.
- Designed and implemented strategies that enhanced customer satisfaction to over 90% by leveraging Google Tag Manager and Looker Studio for real-time data analysis and reporting.

Senior Process Executive | Cognizant Technology Solutions

Sep, 2018 – May, 2021

- Delivered exceptional client support, achieving 95%+ customer satisfaction by applying customer-centric strategies and maximizing ROI on campaigns with budgets up to \$1M using tools like Google Ads and Google Merchant Center.
- Specialized in sales optimization and advanced troubleshooting for search engine marketing (SEM), consistently improving campaign performance and ROI through data-driven insights and reporting.

Technical Support Associate | Convergys India Services Pvt Ltd

Sep, 2016 - Mar, 2018

- Provided expert technical support for Microsoft Windows and Office products, maintaining 95%+ customer satisfaction by leveraging tailored responses and technical proficiency in MS Office and MS Windows for effective issue resolution.

Internships and Training

Networking Trainee | Network Bulls

Mar, 2018 - Jun, 2018

- Trained in CCNA (Cisco certified network associate), specialized in IPv4, DHCP and DNS configuration.

Networking Intern | Bharti Airtel

Jan, 2016 - Jun, 2016

- Improved network uptime by 20% by design, implementation, and management of MPLS/VPLS based networks.

Education

Masters of Business Administration | Indian Institute of Management, Kozhikode

Dec, 2023 - Dec, 2025

- General Management: CGPA - 3.60/4.30

Bachelors of Technology | Maharshi Dayanand University, Rohtak

Jul, 2012 - Jun, 2016

- Electronics and Communication: Score - 70.00%

Certifications

- Certified Google Ads Professional – Google
- Advanced Google Analytics Certified – Google
- Facilitation and Coaching for Everyday Trainers – Cognizant