



# B.V.Venkataramanan

## Senior Consultant Web Specialist



6385898111



venkatnithiya9693@gmail.com



[Venkataramanan](#)



Chennai

### Summary

Experienced as Ads Support Specialist, Ad Ops Associate and DME with a demonstrated history of workflow in the marketing and advertising industry to learn the organizational processes, & workflows and possess a proficient knowledge of Media operations and a seasonal work knowledge of creating, trafficking, optimizing the campaigns in all aspects of dynamic ads on social media (Meta, LinkedIn, Reddit) & also integrating with DSP platforms. I have a Overall 7+ years of experience in this advertising field.

### Organizational Experience

#### Ads Support Specialist – Marketstar India Pvt Ltd, Bangalore (Feb 2023 - Present)

##### Roles & Responsibilities:

- Responsible for day to day troubleshooting issues related to the tags, 3p discrepancy, delivery & Pixel QA of the different advertiser campaigns
- QAing the ads and giving necessary solutions to advertiser's, who will look into it and will update different marketing strategies, so that their ads could reach even better.
- Profound knowledge in various troubleshooting scenarios & have experience in various tools.
- Build, monitor & optimize campaign performance on the required social media platform (Reddit).
- Auditing the work done by team members and providing the general feedback.

#### Ad Ops Services Associate II - AMAZON DEVELOPMENT CENTER, Bangalore (May 2021 – Feb 2023)

##### Roles & Responsibilities:

- Responsible for overall day to day operations such as trafficking, reporting as per the provided information from CCM & well versed knowledge on handling the amazon DSP tool & also doing Screenshots PPTs of the live & delivered Ads
- Actively liaise with ADA Advertiser's on End to End trafficking and reporting
- I have worked with tags and trackers like Sizmek, Flashtalking, DCM, Kantar, MOAT, Mediamind, IAS, Double verify, Nelson Javascript tag.
- Responsibility on trafficking the orders by ensuring to deliver it on right time, without any delay
- Responsible for pulling reporting within a third party ad server.
- Meets business metrics and goals, like AHT, Accuracy, SLA, MTTR, MTTC, and quality targets.

#### Digital Marketing & Sales Executive - VNS Enviro Biotech Pvt Ltd, Chennai (June 2020 – April 2021)

##### Roles & Responsibilities:

- Proactively managed Online Marketing & Online Sales Executive, single handedly handed end to end process for their company products
- Actively carried out online promotion activities on social media pages (Meta, GAM, IndiaMART) & website (using wordpress) & was successful in getting orders for around INR 20 lakhs during my tenure
- Apart from social media activities, I also took care of their product in GeM by successfully participating in tender & got few government orders for their companies product
- Apart from Online Marketing, I took responsibility of online sales & customer relation activities

## Digital Marketing Executive Intern - Let's Goo Social India Pvt Ltd, Chennai(Dec 2018 – Mar 2019)

### **Roles & Responsibilities:**

- Handled End to End Digital Marketing using the Digital platforms like Google, Fb, Mailchimp
- Actively scheduled social media post using Hootsuite, checking and analyzing the performance of campaign
- Creating Campaigns & strategizing it by performing refined targeting in GAM, FAM
- Have experience in integrating Google & Fb pixels in GTM
- Have also experience in tweaking the website content, using wordpress
- Measure the performance of campaigns using GAM, FAM, Fb Business suite & Analyze the performance using GA

## Ad Ops Associate - Paragon Digital Services (A Dentsu Aegis Network) Pvt Ltd, Chennai (Dec 2016 – Oct 2018)

### **Roles & Responsibilities:**

- Provided best AdOps service for our B2B clients using LinkedIn CMT
- Worked across Campaign setups, Creative uploads, Optimizing the campaigns and presenting PPT Decks to the stakeholders Also have worked across different tags and trackers like flash talking, DCM, Innovid, MOAT
- Responsible for ad trafficking and pulling reporting within a third party ad server

## Work History

- Associate Recruiter - KRG Technologies (Dec 2019 – June 2020)
- Associate Recruiter - 8kmiles Software Services Pvt Ltd, Chennai (May 2019 – Dec 2019)

## Education

- PG Program in Strategic Digital Marketing| Great Lakes Institute of Management (2022) | PGPM-SDM: 75%
- UG | Easwari Engineering College, Chennai (2011 - 2015) | BE-EEE: 78.10%
- High School | Prince Matriculation Higher Secondary School | Computer Science: 91.75%
- SSLC | Prince Matriculation Higher Secondary School| 85.60%

## Awards & Recognition

- Within a year got transferred to a new Amazon Inhouse Team “ADA” in Amazon
- Got 6 accolades/BRAVO from Advertisers/CCM/AM for my Customer Obsession, Ownership, Proactiveness & due diligence
- Received awards from Stakeholders in Dentsu, Amazon, Marketstar for exceptional client satisfaction and exemplary performance

## Technical Proficiency

- **Campaign Managers:** Meta, LinkedIn, Amazon DSP, Reddit Ads, Google Ads.
- **Other Tools:** Mode Reporting, Google Analytics, IndiaMART, Government e Marketplace(GEM), Recruiting Tools, MS Office application
- **Ticketing Tools:** Salesforce, JIRA, SIM

## Certifications

- Fundamentals of Digital Marketing from Google Digital Unlocked
- Digital Marketing Certificate from MEME-Technology Development Centre
- Google Ads Fundamentals & Google Analytics Certificate
- Advertising on Facebook