



# Madhumita Bhattacharjee

PERFORMANCE & INSIGHT CONSULTANT

Performance & Insights Consultant with 9+ years of experience with good understanding of marketing services. Consulting US partners on strategic marketing programs using market research, data analysis, executing programs to enhance brand business and value.

## Platforms:

- Google Campaign Manager
- Display & Video 360 (DV360)
- Pinterest & Facebook (Meta) Reporting
- Google Ad Manager
- Adobe Analytics- Target
- Power BI
- Google Analytics
- Double Verify

## Skills

- Paid Search
- Facebook/Instagram Ads
- Programmatic Buying
- CTV
- Reporting & Analytics
- Media Planning
- Digital Sales
- Account Management

## Target Corporation

2018-Present

Campaign Management, Consulting & Analytics for Target owned and vendor brands across e-Retail/FMCG sectors.

### Performance Highlights:

- Planned & managing marketing programs for major tech vendors which helped in getting incremental budget of more than \$10M (**Amazon, Google, Mattel, Hasbro**).
- Own the day-to-day management for newly onboarded & existing clients. This involved collaborating with cross-functional teams to develop project plans, defining project scope, and creating timelines, budgets, execution etc.
- Provide strategic marketing performance reporting analysis (ROAS, KPI, CPA etc) along with measurement dashboards to drive performance through detailed analysis of digital behaviour of guests.
- Drive tactic improvement by providing thoughtful feedback to make opportunities more relevant to client goals.
- Demonstration innovative ideas which support business growth, strong knowledge in video eco-system and fundamentals of Brand Safety, Viewability & Adfarud.
- Work closely with US account managers across a portfolio of clients, supporting across day-to-day campaign management responsibilities. Accountable for the ongoing management of campaign budgets and daily spend levels, and constant monitoring of tracking to performance goals.
- Manage workflow and responses to ensure agreed deadlines are met, we are obliging with our service level agreements and executing tasks with 100% accuracy.
- Training & mentoring junior team members and helping the TL with overall team management

## Platforms

- Campaign Manager 360
- Salesforce
- Display & Video 360
- Google Ad Manager 360
- Google Ads
- Google Data Studio
- Adobe Analytics
- YouTube Advertising
- Pinterest & Facebook (Meta) Reporting

## Contact

**Phone** +91 97395 25085

**E-mail** madhumita230@gmail.com

**Education**

- **Lady Sri Ram College, New Delhi - 2012**
- Executive Program from **IIM Vishakapatnam on Strategic Digital Marketing and Applied Analytics**

## GroupM Media

### Campaign & Account Manager

2017-2018

- Responsible for driving Paid, Social, programmatic campaigns for scale and efficiency in Search, Social & programmatic business across clients like **Times Group, Landmark, Kalyan Jewellers etc**
- Participated in new business acquisitions by being a part of the pitches and client on-boarding across digital platforms
- Played a major role in defining digital growth and creating success road maps across all the clients
- Translated quantitative data into actionable recommendations to meet business objectives and marketing goals.

## iProspect

### Campaign & Account Manager

2015-2017

PPC + Social Media + Search Campaign Manager across travel, insurance, lifestyle and finance verticals.

#### Clients:

- Cleartrip
- Citi Bank
- Wildcraft
- Exide Life Insurance
- Melorra

#### Performance Highlights:

- Media Planning Campaign Management, and Optimization for Cleartrip, Citi Bank, Wildcraft, and Exide Life Insurance.
- Strategic media planning for “Citi Bank” Credit Card & Personal Loan generated 38% in customer leads and increased business profitability by 5%.
- Omni Channel Campaign Management across Search, Display, Remarketing, GSP, Shopping, DSA, Youtube Video ads through Google and Bing Channels.
- Planned and launched the Campaigns: “Dhone ke Saath”, “MoneyBook”, #NoMoreExcuses, Video Campaigns for Exide Life
- Worked on branding for Insurance - which included YouTube Masthead, Affiliates and Google Channels.

## Tesco

### Paid Search Account Management

2013-2017

Managed Paid accounts for Tesco's e-retail & e-commerce verticals.

#### Performance Highlights:

- Increased traffic to Tesco website by ~37%;
- Increased AOV by 18%, visit duration by 9%, and decreased Bounce rate by 4%.
- Worked on Banner ads, Ad customizer, Gmail Sponsored Promotions (GSP), and also Remarketing List for Search Ads (RLSA), Remarketing campaigns.