

Ashok Kumar

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Location Bengaluru, INDIA

Key Skills

Sprinklr, netbase360, social media listening, PowerBI, Meltwater, Social Media Campaign Optimization, Radian6 Team Handling, Social Media, DOMO, Crimson Hexagon, Brandwatch, Social Analytics, Sysomos

Certification

Google Analytics for beginners Valid up to August 2025

Sprinklr Media Planner Pro

Profile Summary

Social Media Analytics, Consumer Insights, Media Analytics, Social Media Listening and Research, Sprinklr, Analytics

Work Experience

Paid Media Technologist

SDI

09/2020 – Present

Sprinklr Data Management: Expertise in metrics standards, benchmarking, dashboard templates, data pipelines, and custom field tags.

Sprinklr Training and Support: Provided training and support for agencies, geos, and business units.

Led efforts in social media management using Domo and Sprinklr platforms.

Utilizing Sprinklr and Meltwater social listening tools to track brand mentions, sentiment, and industry trends.

Stakeholder Collaboration: working with cross-functional teams to align social media strategies with broader business goals.

Tools used - Sprinklr, Meltwater, DOMO, MS-Excel, power point.

Consultant Analytics

Wunderman International

08/2017 - 06/2019

Provided customized, on-demand social media research catering to client specifications, with a focus on diverse brands and consumer insights. Led a dynamic team to achieve successful delivery of multiple projects.

Teamed up with diverse clients to implement leading digital marketing practices. Applied social media analytics and research to elevate digital marketing strategies. Offered strategic guidance to the Online

Reputation Management (ORM) team, focusing on the India region.

Tool used – Adobe analytics, Google Analytics, Crimson Hexagon, Sprinklr, PowerBI, Netbase360 etc.

Digital Media Monitoring Analyst

UnitedHealth

12/2016 - 06/2017

Social media listening and research-based reporting which includes web analytics components too. Monitored US based politicians on social media to identify the potential brand crisis.

Worked with cross-functional teams like content strategy and PR teams.

Tool used – Sprinklr, Sysomos, Brandwatch, Tweetdeck etc.

Senior Analyst

Genius Consultants

07/2016 - 12/2016

Utilized social analytics tools like Facebook insights, Sprinklr, and Adobe analytics to generate insights and sentiment analysis for checking brand health and perception on social media platforms.

Tool used – Radian6, Adobe analytics, Google Analytics, PowerBI

Senior Analyst

Eclerx Services Ltd.

04/2013 - 05/2016

Identified and tracked relevant keywords, topics, and conversations related to the brand or industry. Monitored social media channels for customer feedback, complaints, and inquiries. Generated reports and insights to inform marketing strategies, customer service, and product development. Mentored & guided junior and entry level analysts in data analysis and excel dashboard Identified influential brand advocator for community management.

Tools Used – Adobe Analytics, Google Analytics, Radian6, Sprinklr and Other Free tools.

Market Research Associate

Trigent Software Limited

04/2012 - 04/2013

Part of the digital marketing team and helped them in power point reports, data extraction, and data analysis for the google ads tool.

Tools Used – Google Ads, power point, MS-excel, salesforce.

Education

MBA/PGDM – Marketing 2012

International School of Management Excellence, Bangalore

Grade - 7.6/10

B.Tech/B.E. – Instrumentation 2009

Siddaganga Institute of Technology (SIT) [Marks - 64.8%]

Languages

English

Hindi