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Education

- Master of Business Administration in Marketing from Avanthi Group of Institutions, Osmania University.
- Graduated in "bachelor's in computer application" from the ITM College, Nanded.

Expertise

- Account Management
- Media Planning & Buying
- Agile Methodology
- Reporting Analysis
- Troubleshooting
- Ad Operation

Technical Skills

- DV360
- The Trade Desk
- Teads
- Google Ads (AdWords)
- Adform
- AdRoll
- Zemanta
- Double Verify
- Campaign Manager 360
- Kanban

Hobbies

- Listening Songs
- Playing Cricket
- Bike Riding

PRASHANT PATIL

Account Manager - Digital Marketing

Profile

Over 9 years of expertise directing digital marketing projects across numerous platforms, domains, and administrative activities. I have a proven track record of leading numerous customers, upselling to current clients, developing and executing effective results and fulfilling client deliverables and quality expectations.

Certified Scrum Master, skilled in Agile methodologies and programmatic media buying.

Work Experience

2021
-
Present

Account Manager - Digital Marketing Dentsu India Inc.

- Account Manager experienced in managing programmatic accounts. Provides strategic leadership, optimizes campaigns, and improves procedures while partnering with other teams.
- Preparing the presentations, review, showcase the presentations to Clients. Discussions, pre-campaign launch strategy, during the campaigns and post-campaign performance against the planned.

2019
-
2021

Programmatic Campaign Manager Theorem India pvt. Ltd

I handled a major account across many platforms (tools) and exceeded the stated objectives. I met the client's expectations through 360-degree campaign management performance. In addition, I participated in the Quality Audit, trained the new employees and reviewed the performance of the partners.

2018
-

Online Specialist Campaign Manager Cognizant Technology Solutions pvt. Ltd

2019

- As the Online Specialist Campaign Manager (SME), I took on new responsibilities and worked as the Acting Team Lead for the Screenshot and Trafficking teams, in addition to Campaign Management.
- I have developed management reports and presentations to share at the meetings.
- I also oversaw the queue, real-time audit, TR input, SUT form, and customized reports for management.

2015
-
2017

Optimizer - Associates Vuchi media pvt. Ltd {Mediamint}

Managed campaigns via AdRoll and have grown as trustworthy to manage multiple accounts Of multiple platforms across all the pods Moreover, I have been the first point of contact for new projects, QA and training to new joiners.