



## **AAJAY GIRITHARAN – Programmatic Director APAC**

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### **Executive Summary**

I am an accomplished and versatile senior manager in digital / online advertising industry with over 12 years+ experience through leadership roles in Digital Agency, Online Media, Online Marketing, Advertising, Technology and Telecommunications. I am analytical but clear and practical approach towards management; combining a long term view with a deep understanding of the digital landscape and a clear focus on end-to-end execution with result driven.

Specialties: Programmatic Buying, Social Media Internet Marketing & E-commerce, advertising, Marketing Communications, Digital Media, Public Relations, Digital media sales & Marketing, Digital creative/brand strategy, Traffic/lead generation, SEM and Budgeting.

### **Education**

- **Monash University, Australia**

Doctor of Business Administration (DBA), Marketing 2014-2017 (on-going)

- **University of Derby, United Kingdom**

Master of Business Administration (MBA), Marketing, 2003 - 2005

- **Industrial University**

Bachelor of Arts (B.A.), Finance, 2001 - 2003

- **Industrial University**

Foundation degree, Business Administration and Management, General, 2000 - 2001

## Experience

### **Director of Programmatic, Digital Marketing - Cadreon at IPG Mediabrands** **(Present)**

December 2014 - Cadreon is a specialized Programmatic digital marketing services platform that integrates technology, data, inventory and human intelligence to reach and manage the most profitable audiences for our clients. Cadreon is part of IPG Mediabrands who is the Programmatic arm for the organization.

Starting July 2014, I was exclusively involved in driving the **programmatic** buying business of IPG, Cadreon. I was entrusted in driving **programmatic** usage across 9 markets (HK, TW, KR, SG, MY, ID, TH, PH, VN) with support from local Cadreon Ambassadors in each market.

I toured extensively to most markets, training, educating and positioning automated/**programmatic** buying as the de facto standard for all media buying in future. I fervent evangelism led to Cadreon being a million dollar business with adoption in 6/9 markets, in the first 6 months of operation. It was a thriving business showing 94% YOY growth, operational in 8/9 markets with 60+ clients across the region having adopted **programmatic** buying.

During this period, I have also rapidly expanded the performance marketing team to scale, and at last count there were 21 specialists handling multiple lines of business under the performance division, making them the largest assembly of performance marketers under any agency environment within Malaysia as the hub.

- Lead strategic direction of new & existing accounts, offering first class support to ensure excellent delivery at all times and provide valuable takeaways for agency team to communicate to their client(s)
- Determine the client & agency strategy and lead the team in execution of those plans
- Maintain end client facing relationships as well as nurture the internal agency dynamic with the agencies.
- Effective team management and communication with a focus on leading, delegating & prioritizing team deliverables
- Collaborate with all levels of internal & external media agencies
- Drive Innovation
- Provide monthly revenue forecasting to internal stakeholders
- Understand and effectively communicate Cadreon's value proposition, technology, and processes as related to the growth of current and prospective agency accounts. Participate in organic & strategic new business pitches.

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## **Director of Marketing - Malaysia at Mydeal.com.my / LivingSocial.com**

June 2013 - December 2014

Mydeal.com.my / LivingSocial.com / Dealmates.com is Malaysia's leading E-commerce platform providing customers with a single destination to satisfy all their shopping needs. With an estimated reach of more than 10 million visitors monthly. Mydeal.com.my / LivingSocial and Dealmates the best online shopping experience for the online shoppers. Managing 3 accounts in a go !

- Develop a comprehensive digital marketing and communications strategy and programs that accomplish mydeal.com.my, LivingSocial & Dealmates.com objectives of impact and engagement.
- Was managing a team of 15 marketing engineers
- Expert in SEM, Digital Marketing, Email Marketing, FB ads, Google Ads, Google Analytic, Mobile Apps, RJ Metrics, Sales Force and Programmatic
- Define goals and objectives for the new, digital marketing team that support overall corporate goals and objectives.
- Grow and manage mydeal.com.my participation in online, mobile, and social activities and explore additional digital partnerships.
- Leverages knowledge of emerging digital technologies and how they may optimize current marketing programs.
- Align and coordinates consumer touch points of all digital marketing channels/tools to insure consistency of creative elements.
- Monitors, plans and directs digital analytics/research to gather information and compile statistics pertinent to planning and execution of digital campaigns. Leverage web analytics to establish benchmarks and report on campaigns.
- Devising strategies to drive online traffic to the company website.
- Secured a 4.5 million contract with the government in a marketing campaign and leverage their interval of advertising and generating revenue in the same time.
- Bring in major Japanese Brand for an 3 months events with a ROI reaching 5 million and revenue worth more than RM400,000.
- Increase monthly revenue up to 23% growth via CRM (Email Marketing), Custom Audience & Lookalike campaigns.

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## **Senior Digital Marketing Manager Group at Sunway Group of Company**

September 2011 - August 2013

Responsible for the marketing of company products and services to the right market whether B2B or B2C.

- SEO, Digital Marketing, FB ads, Google Ads, Google Analytic, Mobile Apps
- Very knowledgeable in "Online Marketing" platform and managing a team of 13 subordinates.
- Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.
- Budget management. To deliver all marketing activity within the agreed budget.
- To direct marketing staff where budgets are devolved.
- To manage all aspects of print production, receipt and distribution.
- To achieve frequent, timely and positive media coverage across all available media.
- To managing the entire product line life cycle from strategic planning to tactical activities.
- To conduct market research in order to identify market requirements for current and future products.
- To develop and implement a company-wide plan to push product, working with all departments for its execution
- To analyze potential strategic partner relationships for product lines.
- To bring in potential Partnership & Sponsorship to business to gain maximum exposure.

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## **Senior Head Of Marketing at Hong Leong Group**

April 2008 - September 2011

- Focusing on 2 main areas: Branding, Partnership collaboration, coordination and events
- Marketing Strategy - Create and drive overall marketing strategy, including marketing programs, campaigns and launches, to drive demand, create loyal regulars and generate marketplace awareness for Hong Leong merchant/ end consumer solutions.
- Market Segmentations - Identify market opportunities and prioritize key target segments and personas. Provide key insights to influence product roadmap and strategy.
- Positioning - Develop positioning and messaging that differentiates Hong Leong Partners solutions from the competition, across multiple markets and business types.
- Product Launch – Develop integrated marketing plans and
- Lead cross-functional teams to ensure effective solution launches and campaigns. Work collaboratively with numerous groups including Sales, Product Experience and Services.
- Lead team of highly-skilled product marketing professionals
- To bring in potential Partnership to business to gain maximum exposure.
- Plan, implement and evaluate partnership activities to increase Sales Force knowledge base/business skills

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## **Senior Sales & Marketing Associate at DiGi Telecommunications**

June 2004 - March 2008

- Develop, implement and manage business plan to maximize sales.
- To expand customer base as well as to serve existing clients.
- To achieve sales and profit targets set.
- Research on competitors strategic plan and development.
- To be responsible for payment collection.
- To conduct sales presentations/demonstrations whenever required.
- To attend customer's feedback, enquiries or other need immediately.
- Gathering market and customer information and providing feedback on future products.
- Representing your organization at trade exhibitions, events and demonstrations.
- Monitor and report on sales activities by weekly and monthly.
- An Event Planner and Event Manager during Road Shows in Malaysia dominating in Malaysia, KL.

## Projects

### MASTER'S RESEARCH PAPER

**SOMERSET'S OPERATION MANAGEMENT**

**STRATEGIC MARKETING FOR MANAGERS – PRODUCT POSITIONING**

**REXUS CHEMICALS BUDGET IMPROVEMENT**

**KNOWLEDGE MANAGEMENT WITHIN AN ORGANIZATION**

**MANAGING PEOPLE : EMPLOYEE DEVELOPMENT**

**GLOBALIZATION FOR IKEA**

## Languages

**English Malay Hindi Tamil**

(Full professional proficiency)

## Skills & Expertise

- Programmatic Advertising
- SEM Google
- DSP's (Demand Side platforms)
- Adwords
- Facebook Marketing
- Online Advertising
- Google Analytics
- E-commerce
- Email Marketing
- Marketing Strategy Marketing
- Communications Market Research
- Social Media Marketing
- Direct Marketing Management
- Digital Marketing Strategic