

Kinjal Gadhia

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CAREER SNAPSHOT

Three years of experience in HR Manager and Three years of experience in Media Operations, Marketing Research and Business development.

At present, responsible for International Operations, Accounts and complete billing in business with contribution of Revenue and technical integration supports.

PROFESSIONAL EXPERTISE

7 Years of Exp.

Since September 2019
To Currently working

Bonjour Techies Pvt Ltd.
(Bangalore, India)

Affiliate Manager

Role	Operations
	<ul style="list-style-type: none">▪ Fraud conversions – Fraud conversion identification, prevention and respective scrubbing. Analysis based on conversion IPs and session IPs, CR, Retention rates, Registrations and Goals.▪ Integration with Self-Serve Platforms – maintenance and integration of campaigns with self-serve platforms like Tune, Appsflyer, Appnextetc, Offer18, Offer7▪ Conversion Rate optimization – maintaining CR in standard limits for Non Incent and Incent campaigns. Raising flag and taking corrective measures. Pause campaigns if not generating enough revenue.▪ Campaign management – Pause/Live/modification. Day to day campaigns management.▪ Campaign Testing – Testing campaigns on either side (Publisher and Client side).▪ Analysis of account performance– Analyze Impressions, Clicks, CTR, Conversion rate, Sales, Action, CPA, CPR, CPI etc. in order to make timely action for best Optimization.
	Ad-Network Management
	<ul style="list-style-type: none">▪ Acquire new international Advertisers – setting up new relationships with prospects to scale the business.US, CA, UK, FR, ES, IL, RU, SEA, IN, CH, CN, AU (WW Affiliates & Advertiser)▪ Develop and grow – repeat business with existing national/international Ad-Networks which work on CPI/CPA and CPR model▪ Resolving Payment and Scrubbings – Maintained complete report of Revenue and Cost to provide number confirmation and final numbers for payment for all affiliates▪ Push campaigns – push campaigns to existing publishers to generate more traffic.
	Technicalsupport
	<ul style="list-style-type: none">▪ Integration and testing – new affiliates though API and Global postbacks to our platform. And maintain any integration problem raised due to subsequent platform changes▪ Analysis on scrubbing – Negotiating with client and generating Internal analysis report on the traffic/report validity on both Publisher and Client side▪ Providing support in our own DSP and Affiliate platform generation.

Since January, 2016
To August 2019(3.8 years)

Adcanopus Digital Media Pvt Ltd.
(Bangalore, India)

Business Development
Manager

Role	Operations
	<ul style="list-style-type: none">▪ Fraud conversions – Fraud conversion identification, prevention and respective scrubbing. Analysis based on conversion IPs and session IPs, CR, Retention rates, Registrations and Goals.▪ Integration with Self-Serve Platforms – maintenance and integration of campaigns with self-serve platforms like Tune, Appsflyer, Appnextetc, Branch, Offer7, offerslook...▪ Conversion Rate optimization – maintaining CR in standard limits for Non Incent and Incent campaigns. Raising flag and taking corrective measures. Pause campaigns if not generating enough revenue.▪ Campaign management – Pause/Live/modification. Day to day campaigns management.▪ Campaign Testing – Testing campaigns on either side (Publisher and Client side).▪ Analysis of account performance– Analyze Impressions, Clicks, CTR, Conversion rate, Sales, Action, CPA, CPR, CPL, CPC, CPI etc. in order to make timely action for best Optimization.▪ Headed a team of 2 executives
	Advertiser Management
	<ul style="list-style-type: none">▪ Acquire new international Advertisers – setting up new relationships with prospects to scale the business.US, CA, UK, FR, ES, IL, RU, SEA, IN, CH, CN, AU (WW Affiliates & Advertiser)▪ Develop and grow – repeat business with existing national/international Ad-networks which work on CPI/CPA/CPL/CPR model▪ Resolving Payment and Scrubbings – Maintained complete report of Revenue and Cost to provide number confirmation and final numbers for payment for all affiliates▪ Push campaigns – push campaigns to existing publishers to generate more traffic.

	<ul style="list-style-type: none"> ▪ Taking Initiative – Attended GMIC, Bangalore 2016, AdTech Delhi, 2017 and AWA Bangkok, 2018, to generate more relationships with new prospects and drive business.
	Technicalsupport <ul style="list-style-type: none"> ▪ Integration and testing – new affiliates though API and Global postbacks to our platform. And maintain any integration problem raised due to subsequent platform changes ▪ Analysis on scrubbing – Negotiating with client and generating Internal analysis report on the traffic/report validity on both Publisher and Client side ▪ Providing support in our own DSP and Affiliate platform generation.
	Accounts and Finances <ul style="list-style-type: none"> ▪ Complete Profit statements (May, 2016) – been handling complete Payment approval (Cost) and Invoice approval (Revenue) since May, 2016. Generating complete profit statement after number confirmation, scrubbing and balance closing.
Achievement	<ul style="list-style-type: none"> ▪ Revenue generation of 50K USD/month, profit generation of over 25K USD/month ▪ Specialized in running Non Incent campaigns and providing optimized traffic as per KPIs , Geos and Apps. ▪ Developed relationships and Enrolled publishers that proved to be a pivotal point in business growth. ▪ Major relationship building in US, Europe, IN geos.

Since March, 2013
To December, 2015(3 Years)

Seajin Technology Pvt.Ltd
Bangalore, India

HR Manager

Role	<ul style="list-style-type: none"> ▪ Preparing or updating employment records related to hiring, transferring, promoting, and terminating ▪ Explaining human resources policies, procedures, laws, and standards to new and existing employees ▪ Ensuring new hire paperwork is completed and processed ▪ Informing job applicants of job duties, responsibilities, benefits, schedules, working conditions, promotion opportunities, etc. ▪ Addressing any employment relations issues, such as work complaints and harassment allegations ▪ Processing all personnel action forms and ensuring proper approval ▪ Overseeing hiring process, which includes coordinating job posts, reviewing resumes, and performing reference checks
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ACADEMIC QUALIFICATION

Year	Examination/Degree	Institute (Board/University)	Percentage
2013	Diploma in Computer Accountancy	Capital Computers	83
2011	HSC	BNM Pre Univercity Collage	72.80
2009	SSC	Vijaya High School	42.50

COMPUTER PROFICIENCY

- MS Office, MS Visio, **MS Excel with Macro programming.**
- **Marketing Analysis Tools – SPSS, HasOffer, Alisa,Google Analytics, Google Adword, Offerslook.**
- **Financial Tools – Paypal, Payoneer, wire transfer.....**

PERSONAL ATTRIBUTES

- Date of birth : 29th September, 1994
- Languages known : English, Hindi, Kannada & Gujrathi
- Hobbies & Interests : Travelling, Music, Painting, internet surfing....etc