

RESUME

Dheera Sameera M

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PROFESSIONAL SUMMARY

- Has 7+ years of experience in Digital marketing & Customer centric role in helping the business for SMBs to manage the ROI.
- Equally adept at working in a team as well as handling individual responsibilities
- Proven ability to manage relationships and work with minimal supervision
- Quickly adapt to any environment and in building strong working relationships
- Exceptional market research, and planning.

PROFESSIONAL EXPERIENCE

- **Assistant Manager - NetMeds India Pvt Ltd (Chennai): June 20, 2022 – Present**
 - B2B Marketing Strategies & Campaigns
 - Corporate Communication
 - Product Positioning & Branding
 - New Product Launch
 - Identify and execute optimization recommendations to increase campaign success
 - To partner with production and advertising team and designing team to get the offer details on monthly basis
 - Gathering the information content and offers for newsletters push and in app
 - Communication with the brands for offers
 - Coordinating about the offers
 - Vendor Management
 - Advertising on campaigns for large accounts and new product launches.
 - Making sure offers going live as per the brand communication
 - Collaborating with the brands for Positioning of the brands on the website
 - Interacting communicating with other teams and also clients to get the execution of the offers
 - Getting the creatives banners content for the concern collaboration of the projects
- **Sr Customer Support, Digital Marketing- Google Operation Center (Hyderabad): November 2017– June 16, 2022 (Payroll – Cognizant)**
 - Deployed in client place at Google, Hyderabad.
 - Helping clients in optimizing and creating Google Ads campaigns to enhance their ad performance and increase their Return on Ad Spend and following up with them to see the improvements.
 - Troubleshooting any issues in Google Ads, Google Analytics, Merchantcenter.
 - Helping clients with getting their websites in line with Google policies to get their Ads up and running.
 - Google Ads campaign setup for lead generation.
 - Keywords ranking and managing CPC platform.
 - Creation & optimization of landing pages
 - Social media posts & paid campaign.
 - Work on Google Analytics tools.
 - Campaign structuring/campaign placement and targeting, campaign optimization.
 - Bid Adjustment & CPC

- **Sr Credit & Collection Representative – Lycatel (Chennai): Nov 2014 – Dec 2015**
 - Driving and delivering excellent customer service through calls.
 - Acting as a spoc for any changes to the application
 - Handling all top management escalations.
 - Maintaining the answer rates to be at >98% and Abandon rate
 - Drive CSAT, FCR, Quality, and Resolution to improve customer experience
 - Observe & auditing of the calls of Customer Care Executives
 - Acting as a mentor to the junior folks and responsible for the training them as per the product
 - Provided 'Knowledge Transition' & 'Walk-Through' sessions for production management & trainees.
- **Credit & Collection Representative – Dell (Chennai): May 2012 - Nov 2012**
 - Working for the Global order booking team that involves booking of hardware, software (license), Cloud, Consulting, non – IB, Re-key orders, migration, and expansion orders
 - Making sure that targets set of KPI's is achieved.
 - Resolving any issues revolving booking of an order.
 - Delegating and supporting the team & Handling client escalations.
 - Handling reports and managing the work volume flow.
 - Perform internal auditing and making sure that the orders are error free.
 - Constant communication with the clients, stake holders, internal teams like CDI (Customer Data desk) team, Quoting Team, PBS Team, GLE (Logistic) Team, DM (Deal Management) team, ISS Team, CCC (collections, Cash-apps, Credits Team), GTC & Final Mile Team for query resolution and process improvement.
 - Supported other teams during quarter end

ACADEMIC PROFILE

- Bachelor of Technology in Computer Science and Engineering from JNTU Anantapur University, Andhra Pradesh, with an aggregate 62.3% during the year 2008-2012.
- Intermediate from Narayana Jr. College, Tirupati with an aggregate of 58.8% during the year 2006-2008.
- S.S.C from Cambridge public school, Tirupati with an aggregate of 68.8% during the year 2005-2006

TECHINICAL SKILLS

- Operating Systems: MS Windows
- Office Automation: MS Office (Word, Excel, PowerPoint etc.)
- Knowledge in handling Google Ads
- Basic knowledge in Adobe Photoshop.

ADDITIONAL ACTIVITIES

- Listening to music
- Travelling and driving
- Playing Outdoor Games
- Social Networking

LANGUAGE PROFICIENCY

- English
- Telugu
- Tamil
- Hindi

Declaration: I certify that the above-mentioned information is correct to the best of my knowledge and nothing has been concealed or distorted.

M. Dheera Sameera