

Vaishali Verma

Greater Delhi Area



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Summary

A creative support professional with a record of increased responsibility. Proficient in prioritizing and completing tasks in a timely manner, yet flexible to multitask when necessary. Customer-focused with diverse industry. Enjoys learning new programs and processes. A team player who is attentive to detail and ability to work in a fast-paced environment. Committed to professional growth and development. Confident and decisive under stressful conditions. Creative and flexible in organizing and planning. Providing high-quality service. Successful in generating good-will and restoring confidence.

Experience



Client Services Manager

Click2Commission

Nov 2022 - Present (1 year)



Sr. Executive - Marketing

MyGlamm | Good Glamm Group

Feb 2022 - Aug 2022 (7 months)

- Working with brands - MYGLAMM , THE MOMS CO. & ST. BOTANICA
- Recruitment & onboarding direct publishers/networks on CPS, CPA, CPI and CPL models
- Establishing and maintaining strong client relationships through regular contact which will include telephone and email communication
- Monitoring and measuring campaign performance
- Monthly number confirmation for timely billing closure
- Analysing daily performance through offer and conversion reports
- Updating the team regarding offer terms and payout
- Following up regularly to check delivery and quality
- Renewing campaigns before budget or date of expiration
- Carefully monitor for any wrong bidding activity
- Day to day interactions with clients for better performance
- Regular checking of updated offers and any tracking issues
- Meeting with clients to maintain a strong business relationship
- Creation of internal team processes for improving efficiency and delivery cycles
- Identifying areas of improvement for increased man-hour saving
- Successful execution of request tracker, feedback tracker, and internal processes
- Regular client interaction for requirement gathering strategy alignment and updates



Senior Executive Client Servicing

Optimise

Feb 2021 - Feb 2022 (1 year 1 month)

- Responsible for client onboard & liaison and management of accounts.

- Provide assistance in making offers, incentives & creatives for affiliate promotions.
- Managing 50+ offer terms, platform tracking & their reporting.
- Monthly reviews with clients on campaigns performance.
- Dealing with direct clients onboarded.
- Working on the campaign monetisation.
- Campaign growth.
- Monthly validations and invoicing.
- Create deals/ offers for CPS/CPV models for monthly promotions.
- Reports sharing and uploading for Offline campaigns.
- Co-ordination with the finance team to get fluent financial affairs done.
- Dealing with campaign numbers validation part, invoices, ROs.
- Maintaining sheets of campaign analysis, error logs, affiliate payment and validation records
- Establishing and maintaining strong publisher relationships through regular contact which will include telephone and email communication.

Mitgo

Senior Executive Client Servicing

Mitgo India

Jan 2020 - Jan 2021 (1 year 1 month)

- Responsible for client liaison and management of accounts.
- Provide assistance in making offers, incentives & creatives for affiliate promotions.
- Managing 50+ offer terms, platform tracking & their reporting.
- Monthly reviews with clients on campaigns performance.
- Dealing with direct clients onboarded.
- Working on the campaign monetization.
- Campaign growth.
- Monthly validations and invoicing.
- Create deals/ offers for CPS/CPV models for monthly promotions.
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- Establishing and maintaining strong publisher relationships through regular contact which will include telephone and email communication.

Mitgo

Executive-Tech Analyst - Admitad India

Mitgo India

Aug 2017 - Dec 2019 (2 years 5 months)

- Pixel implementations
- Monthly Validations and invoicing.
- Create offers/deals and upload on the panel
- Testing for CPL/CPI campaigns and get live on the panel.
- Testing test mailers before the mailer are live.
- Campaign setup on the panel.
- Helps the publishers to understand how to use the tracking links with proper correct parameters so that they will not lose any of the conversion.

SHINE

Business Development Manager

Shine Digital World

Jun 2017 - Aug 2017 (3 months)

Job Profile: As Media Buyer & Seller

- Managed campaigns for delivering the required volume while consuming the maximum revenue.
- Having experience of HasOffers(Tune)Platform.
- Interacting with Direct Publisher& Advertisers .
- Work for CPI /CPA /CPL / CPS .
- New publisher acquisition.



Account Manager

Mobipuff

Apr 2017 - Jun 2017 (3 months)

Job Profile: As Media Buyer.

- Managed campaigns for delivering the required volume while consuming the maximum revenue.
- Interacting with Direct Publisher.
- Work for CPA /CPS .
- New publisher acquisition.



Development Executive

Jul 2016 - Feb 2017 (8 months)

Job Profile: As Media Buyer & Seller

- Managed campaigns for delivering the required volume while consuming the maximum revenue.
- Having experience of HasOffers(Tune)Platform.
- Interacting with Direct Publisher& Advertisers .
- Work for CPI /CPA /CPL / CPS .
- New publisher acquisition.

Education



Delhi school of internet marketing

2017 - 2017



Guru Gobind Singh Indraprastha University

Bachelor's degree, Journalism and Mass-communication

2013 - 2016



St. Crispin's Sr. Sec. School, Gurgaon

student, Humanities

2012 - 2013

Skills

Client Services • Social Media • Management • Research • Business Development • Affiliate Marketing • Marketing • Digital Marketing • Journalism • Mass Communication