**Bharath Reddy S**

**Mobile no:+91-9700850650**

**Email:bharathsanna@gmail.com**

PROFILE: • Extensive knowledge in digital marketing with an experience of 4+ years.

• Managed Tier 1 accounts in DBM and maintained client satisfaction and growth rate in revenue

• Adept at interdepartmental coordination and communication

• Expertise in DSPs and ad networks - DBM, DCM, Openx, Appnexus

•Decent knowledge in AdWords, Google Analytics, Email marketing and SMM

EXPERIENCE: **Lead -** **Campaign Management deployed at Google India Pvt Ltd, Hyderabad**

**Cognizant Technology Solutions (June’15 - Present)**

**V3 Staffing Solutions (December’14 - May’14)**

**HCL Technologies Ltd (September’12 - December’14)**

• Generated incremental revenue of $1 Million for retail client

• Managed accounts generating revenue of $50,000 per month for finance advertisers

• Done tactical day-to-day management of client campaigns as well as driving the strategic revenue growth for each account

• Communicating to on site account manager via Video Calls and emails and keeping them updated on the performance of the campaign

• Worked efficiently and completed tasks before SLA

• Generating reports for various campaigns at regular intervals in order to update clients relating the performance of each campaign

• Actively handled training of new resources and made sure they are scaling up to the expected level within the one-month training period

**Midasis Technologies India Pvt Limited** (May’11 – Aug’12)

**Ad Operations Executive**

• Worked closely with clients like OpenX and Rock you

• Management of delivery, pacing, tracking, QC, monitoring performance, optimization and analysis and reporting of ad campaigns on a regular basis to meet client performance goals

• Instructing advertisers or clients to have optimum delivery of their campaigns as desired

• Troubleshooting and fixing issues related to advertiser & creative, I have handle clients with grace and confidence while working closely with account management team and internal departments

Skills: Campaign Management Certifications: DCM

Trafficking DBM

Media planning ADX

Google analytics Big data &

Programmatic buying Predictive analytics

EDUCATION: **Bachelor's Degree in Computer Science Engineering:** 2006-2010

Annamalai University with OGPA: **7.32/10**

**Board Of Intermediate Education** 2004-2006 - **77%,** Narayana Junior College, A.P

**SSC Certificate** 2003-2004 - 72%, Dr.S.R.K High School, A.P