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## EDUCATION

| Qualification | College/ University | CGPA |
|---|---|---|
| **MBA** – PGDM Marketing | IMT Ghaziabad | 8.0 |
| **B. Tech.** –| Mechanical Eng. | Vellore Institute of Technology, Vellore | 7.9 |

## PROFESSIONAL EXPERIENCE (7.5+Years)
### (Digital Marketing/Advertising| Sales & Business Growth| Amazon Marketing Analytics| E-Commerce | Campaign Strategy | Brand GTM)

## Commerce IQ | Customer Success Manager – Amazon Search Ads Performance Marketing   Dec 2022 – Present

Commerce IQ (turned unicorn in 2022) is the market leader platform that enables large consumer brands achieve their e-com business goals. I currently manage a portfolio of Fortune 500 clients and D2C brands across pet and stationery category with a combined annual budget of $10Mn and $150Mn in total e-com sales. Responsible for **Full funnel Ad KPIS like**- ROAS, CTR, Conv Rate, Repeat Purchase, Reach, SOV, CPC, Budgets/Bid Management

- **Deep Dive and Revenue Growth**
  - Performed an in-depth growth opportunity analysis for one of the largest pet foods clients, gaining a **spend alignment of 1.5x over BAU and resulting in 30% YOY Sales growth** (against 10% previously) while simultaneously boosting incremental **ROAS**
  - Boosted Share of voice/Reach metrics **by market sizing** and formulating a **full funnel customer journey roadmap** from **first search to loyalty**, which resulted in surpassing expected Ad metrics on awareness and purchase goals
  - Prevented Churn of a deep red client for another 2-year contract ($200,000 ARR) by revamping their entire advertising strategy and pivoting from growth to profitability execution **basis A/B testing**

- **Boost Client Retention by Building Robust SOPs**
  - **Increased client retention by 30%** by creating an accountability and **client satisfaction framework** for my team.
  - Introduced 10 of the most client-oriented ROI KPIs involving optimizing ad spends across most profitable ad placements, reducing wasted ad spends, bid optimizations and increasing average time in budget of ad campaigns

- **Spearheading New Brand Launch**
  - Onboarded a **new D2C in brand**, prepared and executed an annual end to end GTM digital marketing strategy, scaling it from $30k monthly spends and $650K monthly GMS to **$100k monthly spends and $1.8 Mn monthly GMS** in a period of 12 months.
  - Boosted **Conversion rate from 4.4% to 13.6% whilst growing customer retention and** revamping B2B order opportunities

### Achievements
- Recognized by CEO for templatizing client retention framework that was scaled across all the clients, companywide
- Won the STAR CSM award for cross selling two additional CIQ solutions to the client which enabled them to **gain further market share by 3% in a single quarter**

## Amazon India | Advertising Key Account Manager (E-commerce)                               Jan 2021 – Dec 2022

Managed sponsored ads for a portfolio of 50+ sellers (Third party aka 3P sellers), contributing a monthly ad spend of Rs.1.5 Cr+ and monthly GMS(Sales) of Rs.30 Cr+. Following are my major highlights during my tenure in Amazon.

- **Customer Obsession**
  - First AM to initiate in-person detailed discussions with advertisers post covid- took multiple campaign management and optimization workshops for sellers, **saving a total of 90 lakh (25% of overall spends)** of sellers wasted spends.
  - Reinvested the extra saved budget to grow total ad attributed sales by additional **4.5 Cr over BAU of 18 Cr.** Portfolio **ACOS reduced from 20% to 16%**

- **Cross function, Processes Streamlining and Scaling for Joint Business Reviews**
  - Partnered with the category management, product and tech teams to **lead the Quarterly Business Review (QBR) program**.
  - Co-formulated a comprehensive QBR template incorporating a GMS backward, step-by-road map of projecting and achieving 2X seller level spends through **sub-category analysis, media planning, audience sizing and competitive benchmarking**.
  - Devised the B4 strategy prior to amazon festive events entailing effective use of **bid management, budgets**, balancing spend proportions across ad platforms and building must have campaigns before every sale event to ensure maximum visibility and 100% spend utilization for all sellers; and scaled the preparedness trackers for each of these 4 inputs across the entire 3P ads team.

### Achievements
- Ranked top performer for delivering consistent month on month results for Ad revenue achievement for consecutive 6 months.
- Received highest ASAT score (indicating seller satisfaction with AM) for outstanding account management service to 3p sellers.
- Received recognition from Ads Director for stellar contribution for devising frameworks to simplify revenue extraction opportunities.

## Britannia Industries Limited (Upper Bengal) | Area Sales Manager (FMCG)              June 2019 – Jan 2021
- Offered a management trainee role after bagging a "Pre-placement Offer (PPO)" from Britannia for excellent performance as an intern.
- Drove annual turnover of INR 200 Cr by leading a team of 10 Sales Officers, 90+ indirect field force and 70 direct Channel partners.
- Led target planning and value delivery for 20+ brands (150+ SKUs) for Urban and Rural markets.

### Achievements:
- Ranked best ASM in India for achieving highest distribution of new category launch of lassi. Achieved this by identifying extraction and coverage opportunities across 3000+ outlets in 10 territories and triggered offtake by conducting BFTs, POSM and Merchandising activities across all sub territories under me.
- Increased direct reach of distributor by 50% and optimized delivery route planning by introducing Dealers Per Lakh (DPL) framework, performing ward wise dealer mapping, and bringing 400 new outlets under direct coverage: leading to additional revenue of Rs. 10 Lakh to distributor (25% of base)

## Lowe's India Pvt Ltd | Software Engineer                                                           Nov 2014 - Sept 2016
- Reduced customer alert response time from 10 to 2 seconds (80% reduction) resulting in faster order pick-ups.
- Streamlined payment gateway to dispatch shipments on time, saving 200,000 USD worth of pending orders in over 120 stores.
- Mentored 20+ new recruits on order and inventory management capabilities leading to a fast-track promotion on tools like SQL and Sterling Commerce