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ddd@ggg.com | +44-999999999

Education

2023	University of West London <i>Master of Science in Psychology</i>	London, UK
2019	Mumbai University <i>Bachelor of Arts in Psychology</i>	Mumbai, India

Work Experience

2021-2022	Group Account Manager, HOWL Digital	Mumbai, India
<ul style="list-style-type: none">Acquired 58% increase in revenue for leading brands i.e. Schindler, AMEX, HRX, DBS Bank, Ocean Beverages, Amazon Music (Project) as Group Lead through effective marketing and sales planningBoosted website traffic by 400% through revamping HRX community engagement strategy to adapt to challenges unique to pandemicIncreased sales on leading e-commerce platforms i.e. Flipkart and Myntra by establishing partnerships with fitness brands of multifarious industriesOversaw team of 8 Senior Account Managers and 20+ executives by supervising their timelines, leaves, remuneration, and training		
2021	Account Lead, Dentsu, WAT Consult	Mumbai, India
<ul style="list-style-type: none">Managed accounts worth x for leading brands i.e. Bridgestone India and Dream11 by leading a team of 4 Account Managers and 12 executivesProvided end-to-end services including social media management, video app creation, microsite management for multi-million dollar Olympic campaign #ChaseYourDream for BridgestoneOnboarded and managed brand ambassador campaigns with leading athletes PV Sindu, Mary Kom, Sakshi MalikDesigned and implemented custom and dynamic SAAS dashboards for tracking impacts, engagement and results		
2020-2021	Head - Client Management, Reliance Jio Creative Labs	Mumbai, India
<ul style="list-style-type: none">Led retainer accounts for large brands i.e. Byte Dance, Dettol, Asteria Aerospace, Narendra Modi political campaigns, NMIMS, JSW, 20+ Reliance brands by managing a team of 60+ membersRecruited and onboarded digital team from 2 social media managers to 6 client servicing personnel and support team of 60+ members by careful screening, case study interviews and organisation development strategiesIncreased revenue by 20X via growing account from single FMCG retainer account to 18+ retainers per month		
2019	Account Director, Insomniacs	Mumbai, India
<ul style="list-style-type: none">Strategised e-commerce activations for leading brands i.e. VU Television & Empire Estates for key Indian festivalsManaged ad revenues of 30+M with 50+ unique publishers by optimising ad budget disbursements according to geography, demographics and interests through meticulous media spending analyticsLed team of 6 business development and 5 client servicing personnels to manage 10+ accountsSupervised daily social media posting and pitched strategy for potential brands through custom and tailored ideation, approach and analysis		
2018-2019	Strategic Account Manager, Oktobuzz	Mumbai, India
<ul style="list-style-type: none">Acted as main POC for Hockey World Cup 2018 in India and ideated 3-month integrated marketing campaign in close partnership with Orissa Tourism boardMade critical decisions on key marketing activities and socialisation plans through budget allocation and integrated project planningOversaw social media plans, media spend worth 5M+ per month and created strategy for potential leads and brands		
2018	Account Manager, Anvis Digital	Mumbai, India
<ul style="list-style-type: none">Designed and ideated social media marketing strategies for large brands i.e. Corelle India and Gillette IndiaBoosted Gillette India's Instagram followers by 10x through quarterly revised plans, innovative match campaigns, and annual vision setting sessions with senior managementBrainstormed strategy for potential leads/brands to create value demonstrative pitches and proposals to secure business worth INR 20+ Million		
2016-2018	Account Director, Hustle Media House	Mumbai, India
<ul style="list-style-type: none">Managed portfolio of 10+ clients at any given time by leading key accounts i.e. ICICI, Times group, Airtel, Manba Finance, 360i, Metlife, Sephora, CK, and DavidoffExecuted sales forecasting, goal setting, and performance reporting to optimise resources and conduct efficient project management for all accountsRegulated terms of sale and service agreements for international clients to standardise and streamline processesDirected targeted hiring, detailed training, and turnkey performance evaluation for 100+ marketing and sales staff		
2014-2016	Operations Manager, Gift Card Spread	Chicago, USA
<ul style="list-style-type: none">Designed, innovated and incorporated novel tools i.e. FreshWorks and FreshSales for comms optimisationManaged team of 50+ web developers and business analysts as well as provided cross-divisional training to support firm wide departmental headsConducted online and offline digital activation for overseas markets in United States and CanadaAssisted leads in pricing and inventory management through reporting, logging and process automation		

Additional Skills

Certifications	Marketing Foundations: Consumer Behavior (LinkedIn, 2021), Pricing Strategy: Value-Based Pricing (LinkedIn, 2021), Advanced Consumer Behavior (LinkedIn, 2020)
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