**ERIC A**

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**Education**

**2023 University of West London**  **London, UK**

*Master of Science in Psychology*

**2019 Mumbai University**   **Mumbai, India**

*Bachelor of Arts in Psychology*

**Work Experience**

**2021-2022 Group Account Manager, HOWL Digital Mumbai, India**

* 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 planning
* Boosted website traffic by **400%** through revamping HRX community engagement strategy to adapt to challenges unique to pandemic
* Increased sales on leading e-commerce platforms i.e. Flipkart and Myntra by establishing partnerships with fitness brands of multifarious industries
* Oversaw 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**

* Managed accounts worth x for leading brands i.e. Bridgestone India and Dream11 by leading a team of **4** Account Managers and **12** executives
* Provided end-to-end services including social media management, video app creation, microsite management for **multi-million dollar** Olympic campaign #ChaseYourDream for Bridgestone
* Onboarded and managed brand ambassador campaigns with leading athletes PV Sindu, Mary Kom, Sakshi Malik
* Designed and implemented custom and dynamic SAAS dashboards for tracking impacts, engagement and results

**2020-2021 Head - Client Management, Reliance Jio Creative Labs Mumbai, India**

* 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+** members
* Recruited 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 strategies
* Increased revenue by **20X** via growing account from single FMCG retainer account to **18+** retainers per month

**2019 Account Director, Insomniacs Mumbai, India**

* Strategised e-commerce activations for leading brands i.e. VU Television & Empire Estates for key Indian festivals
* Managed ad revenues of **30+M** with **50+** unique publishers by optimising ad budget disbursements according to geography, demographics and interests through meticulous media spending analytics
* Led team of **6** business development and **5** client servicing personnels to manage **10+** accounts
* Supervised 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**

* Acted as main POC for Hockey World Cup 2018 in India and ideated **3-month** integrated marketing campaign in close partnership with Orissa Tourism board
* Made critical decisions on key marketing activities and socialisation plans through budget allocation and integrated project planning
* Oversaw social media plans, media spend worth 5M+ per month and created strategy for potential leads and brands

**2018 Account Manager, Anvis Digital Mumbai, India**

* Designed and ideated social media marketing strategies for large brands i.e. Corelle India and Gillette India
* Boosted Gillette India’s Instagram followers by **10x** through quarterly revised plans, innovative match campaigns, and annual vision setting sessions with senior management
* Brainstormed 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**

* 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 Davidoff
* Executed sales forecasting, goal setting, and performance reporting to optimise resources and conduct efficient project management for all accounts
* Regulated terms of sale and service agreements for international clients to standardise and streamline processes
* Directed targeted hiring, detailed training, and turnkey performance evaluation for **100+** marketing and sales staff

**2014-2016 Operations Manager, Gift Card Spread Chicago, USA**

* Designed, innovated and incorporated novel tools i.e. FreshWorks and FreshSales for comms optimisation
* Managed team of **50+** web developers and business analysts as well as provided cross-divisional training to support firm wide departmental heads
* Conducted online and offline digital activation for overseas markets in United States and Canada
* Assisted 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)**