

# SAHIL PANDITA

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## PROFESSIONAL SUMMARY

Performance Marketing Specialist with 4 years of experience across Amazon Ads and digital growth channels. Skilled in planning and optimizing paid campaigns and improving ROAS, CAC and user conversion. Strong in data analysis, reporting, testing and audience insights. Known for simple communication and cross team collaboration.

## CORE COMPETENCIES

Performance Marketing, Paid Campaign Management

Amazon Ads, Google Ads, Meta Ads

ROAS, CAC, LTV Tracking

Experiment Design, A B Testing

Keyword and Audience Strategy

Reporting and Trend Analysis

Excel, Pivot Tables, Lookups

Creative Briefing

Cross Functional Collaboration

## EXPERIENCE

### Flywheel Digital (Omnicom Group)

Media Specialist - eCommerce Media

Aug 2024 – Present

Bengaluru, India

- Plan and scale paid campaigns across Amazon using SP, SB, SD and SBV.
- Manage monthly budgets and adjust bids and spend based on ROAS and CAC.
- Improve sales and reduce waste through keyword checks and bid testing.
- Analyse data using AMC, AVC, Citrus, Perpetua and Criteo to find trends.
- Share clear performance reports with insights and next steps.
- Support creative testing and message refresh based on user insights.
- Achieved ROAS of 4x to 6x and up to 30 percent CTR improvement.

### Amazon Ads

Catalog Specialist I

Oct 2023 – Aug 2024

Bengaluru, India

- Raised ad relevance by fixing data and keyword gaps.
- Used AMC, AVC and K9 to track performance and keyword trends.
- Shared optimization suggestions based on audits.
- Cut update time by 35 percent through file automation.

### Amazon Ads

Catalog Associate

Oct 2021 – Sep 2023

Bengaluru, India

- Improved ad readiness by fixing discoverability issues.
- Ran keyword audits for top ASINs.
- Supported teams during major retail events.
- Maintained accuracy above 99 percent and improved processes by 27 percent.

### BYJU'S

Business Development Associate

Oct 2020 – Sep 2021

Mumbai, India

- Improved closures by 27 percent through better funneling.
- Reduced complaints by 62 percent through post sales support.

## AWARDS

Above and Beyond Award: Apr 2022, Nov 2022, May 2023, Jun 2023

Rookie Star Award: Aug 2022

## EDUCATION

### Mumbai University

B.E. in Electronics & Telecommunication

Aug 2016 – Oct 2020

Navi Mumbai, India

## LEADERSHIP & INITIATIVES

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### **TECHxSIESGST**

*Sr. Operations Manager*

Apr 2018 – Feb 2020

*SIESGST*

- Led a 5 member team and drove INR 2M revenue via BYTECAMP Hackathon.

### **IEEExSIESGST**

*Events Manager & Core Representative*

Jan 2017 – Jan 2019

*SIESGST*

- Managed a 200 student community and won Best Team at IEEE Bombay Conference.

### **NSS**

*Volunteer*

Jul 2017 – Jul 2019

*SIESGST*

- Executed education and health programs for underserved communities.