

ABHISHEK SHRIVASTAVA

Manager – Media Planning &
Strategy

PROFILE

ADDRESS

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CONTACT

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HOBBIES

- Evolving into the digital
- Ecosystem Listening to Music
- Travelling & Cooking.

HARD SKILL

Affiliate Marketing	90%
Client Servicing	75%
Media Planning	90%

A vibrant, innovative and proficient individual with a total of 4+ years of experience-2.5 years in the areas of Online Media Planning and Buying, campaign delivery and execution, client servicing and business development

Hands on experience in planning, executing and delivering effective brand solutions as per client requirements, with an aim to develop client satisfaction, reliability and seeking repeat and referral business

WORK EXPERIENCE

Adomantra Digital India Pvt. Ltd. – Manager (Brand Strategy, Media Buying and Delivery) (Feb'2019 – Current)

- To Decode the brief and understand media requirement.
- Create Media strategy and Media Deck for the client, to provide optimal solution by using all possible Digital platforms.
- Commercial Negotiation with the publishing house or other media requirement as per client final approved plan.
- Structuring Media Solutions for Client's and delivery of the campaign.
- Successful in cultivating major clients like Avail Finance, Docs App, Renault etc.
- Delivering average monthly revenue of INR 40 Million as an individual with a profit of 50%.
- Retention of Client by delivering outstanding service quality round the clock.
- **Major Accounts Handled:** Avail Finance, Doc Apps, OLA, Swiggy, Uber, Mac, Netflix, APV.
- **Campaigns Planned and Executed:** In game Integration, Roadblocks, Masthead, Display & Video, Rich Media, Content, Native, Programmatic, Branding etc.

Ritvi Innovations – Affiliate Manager (July'2018 – Jan'2019)

- Media planning for Sense Digital Media
- Structuring and Delivering Media Solutions for brand and the performance-based campaigns.
- To ensure that the campaign yields maximum e-CPM for Sense Digital especially on the performance-based campaigns.
- Working with all the Major Agencies including: Mindshare, Maxus, Interactive Avenues, Arm Digital, Ogilvy, Resultrix, Interface Business Solutions, Omnicom Media, Dentsu (I-Prospect, Web Chutney, Carat) etc.
- Delivering average monthly revenue of INR 5 Million at individually.
- Rich experience in self-served platforms - Avazu DSP, Propeller, Adgebra, POPcash etc.
- **Major Accounts Handled:** Renault, BMW, Nerolac, Asian Paints, Godrej, Purvankara, ICICI, Kotak Mahindra Bank.
- **Campaigns Planned and Executed:** In game Integration, Twitter Trending, Influencer Activity, Social Media, Performance, Branding etc.

Sales and BD

85%

Analytics

75%

Creativity

55%

HawkBud Technology – Affiliate & Operation Manager (Jan'2016 – July'2018)

- Research media options and purchase advertising space on online + offline inventories.
- Understanding the objective of the client and strategically proposing plans as per the budget and creative concept to be used.
- Ensured optimal media campaign delivery by reviewing and managing the day-to-day execution and optimization of advertising campaigns.
- Manage overall delivery of campaigns. Ensure timely trafficking of campaigns, campaign performance optimization and reporting.
- Maintaining regular follow up with the clients regarding performance of the campaign and based on the feedback received, initiating timely measures for achieving the desired performance level to the best
- Satisfaction of the clients.
- Close monthly billing with both client and publisher end.
- Develop strategic plans for media purchases.
- Optimize effectiveness of the campaigns.
- Track results of advertising and media campaigns.
- Create presentations to highlight strategies and results of the campaigns.
- Work well with media vendors to accomplish all projects.
- Negotiate on favorable requirements
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EDUCATION

Bachelor of Business Administration [2013 - 2015]

Master in commerce [2016 – 2017]