

# Shivendrasinh Patankar

Client Solutions Manager

Outstanding Growth Marketing professional with strong background in Performance Marketing. Blended social, technical and analytical skills to identify and resolve range of client issues. Excellent listener understands clients' needs and propose practical solutions. Impressive history of bringing in and retaining high-value clients.

## Contact

### Address

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### WWW

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## Skills

Problem Solving      Excellent

Collaboration and Teamwork      Excellent

Project Management      Very Good

Growth Strategies      Very Good

Strategic planning      Very Good

Interpersonal Communication      Excellent

## Professional Experience

2022-04 -

Current

### Client Solutions Manager

Dentsu , Pune, Maharashtra

- Developed Solutioning framework and onboarded 18 clients within 6 months.
- Served as external channel consultant educating clients on performance solutions and best practices, and ultimately grow existing business.
- Worked with brands to understand their business objectives and develop Performance Marketing strategy in partnership with the Business Development Team, which constituted building on insights, crafting flawless media plans & presentations, page strategy, creative and measurement recommendations.

2021-12 -

2022-03

### Business Strategy Manager

Merkle Sokrati, Pune, Maharashtra

- Led client engagements and workstreams related to process improvements and operational analysis for customer-facing services with P&L accountability of managing annual revenue of INR 11Mn
- Collaborated with Performance and analytic teams to generate insights on market trends and deliver customer-centric, data-driven

solutions.

- Initiated automated keyword negation lists which helped in save ~50 man hours per week.
- Spearheaded Agile development & Go to Market Strategy for Marketplace Capability

2021-03 -

2021-11

### Senior Business Analyst

Merkle Sokrati, Pune, Maharashtra

- Created omnichannel marketing strategy, optimized ad budget leading to a reduction in cost per sale by 7x.
- Implemented remote diagnostics & troubleshooting, reducing Escalation Rate from 19% to below 2.9%
- Analyzed data from dashboards & third party tracking platforms to understand user behavior which helped in reduction in cost per acquisition by 30%.

2020-11 -

2021-02

### Business Analyst

Merkle Sokrati, Pune , Maharashtra

- Delivered analysis of market, sales and consumer trend impact on long and short-term strategies.
- Executed end to end account operations for 4 clients on Google Ads & Meta Platforms
- Drove account innovation learning to peers in the 15 members team.

2018-09 -

2020-05

### Consultant

Merkle Sokrati, Pune , Maharashtra

- Analyzed problematic areas to provide recommendations and solutions.
- Integrated technology and business operations to identify targeted solutions to customer issues
- Automated reporting dashboards aggregating KPI's in Tableau, saving 3120 man-hours per month
- Automated reporting & reconciliation process for organization, decreasing monthly TAT by 5 days
- Drove product adoption through trainings & webinars, increasing average lead qualification to 87%
- Diagnosed & optimized customer onboarding process, decreasing turnaround time (TAT) by 6 days

## Projects

- Capability Building
- Growth Consult
- Marketrix
- Code Red Turnaround
- RFP Creation

## Education

2017-06 -

2020-11

### Bachelor of Management Studies: Marketing

Indian Institute of Cost Mgmt Studies & Research - Pune