

SAHANAH

AD-OPERATIONS EXECUTIVE

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PROFILE SUMMARY

Looking forward to an opportunity to work in a professional environment that encourages innovative thinking, recognition and career development, where my interpersonal skills and professional skills of Ad Operations/Pre-Sales/Business Development is utilized resourcefully, contributing to the growth of the organization and my career as well.

EDUCATION

Bachelor of Engineering in Construction Technology and Management.

2015 - 2019

JSS University - 7 CGPA

WORK EXPERIENCE

April 2022 - Present

Ad-Operations

Flipkart Internet Pvt Ltd

- QA, troubleshooting and traffic 1P.
- Monitor campaigns throughout the lifecycle, communicating with Sales and Ads Planning.
- Facilitating Sales, Sales Ops and Brands in determining the 'Target Audience and Cohorts' to enhance performance yielding a good ROI.
- Target the campaign based on different criteria like Geo targeting, Browser targeting, Day Parting, Frequency capping etc.
- Generate different types of reports in order to keep track of campaign performance; this would help to optimize the current campaign and also helps in setting up the future campaigns.
- Familiarity and understanding of current digital advertising offerings and products.
- Understanding of different types of Cost Models - CPM, CPD, CPC etc.
- Handling multiple functions including technical tasks, project management and budgeting.

Achievements:

- Worked for Lifestyle POD : Detailed Analysis and evaluation of the target cohorts to maximize performance of the campaigns and gave 2.3x growth in ROI and 1.7x growth in CTR.
- Single-handedly managed Data and Reporting for Festive Season 2022 (BBD/BDS : ~1000 Cr). Successful delivery of the BBD Sale - Oct'22 as Campaign Manager for the Sale.
- Exceptional change in the reporting and stat formats which helped in smooth tracking of the Campaigns, its post click metrics and identify the errors to enhance the performance.

Inside Sales Manager

Edureka (Ed.Tech Platform)

- Generate revenue and make a huge impact in Edureka's growth, by developing/ maintaining customer relationships and positioning Edureka's products in the market.
- Inbound and Outbound customer calls and convert them into sales.
- Maintain, build and update calling/ mailing databases. Research on different tools to increase sales and business opportunities.
- Demonstrate initiatives for refinement and strengthening of an existing product.
- Regular follow-up with new and existing clients.

Achievements:

- Settled the work process and flow.
- Gave a spike in the conversion rates from 18% to 41% while handling the team which was highest till that time.
- Highest Conversion rate for any individual in the team (an average of 53%).
- Awarded as the Best Employee for exceeding the weekly targets.

SKILLS

- Display Ads , Stores
- Ad trafficking
- Reporting and Data Management
- Digital Marketing
- DV360
- MS Office
- Quantitative and Analytical skills

PERSONAL DETAILS

Date of Birth : 14th April 1997

Gender : Female

Language : English, Kannada, Telugu, Tamil, Hindi.

Hobbies : Playing Chess(State Level Player), Reading books, Travelling.

Permanent Address : 152, 2nd stage, 2nd Cross Gokulam, Mysore - 570002
