**Mobile:** 91 – 95662 13817 **e-Mail Id:** sjayashree412@gmail.com

**Resume Title**

An Operations Executive with 3 yrs exp in Ad Operations & Sales in Various Industries / Businesses like Mobile App Engagement, Affiliate Business and user acquisition.

**Specializations**

* Ad Operations – Handling Ad Operations & related activities
* Customer Relationship & Process Management

**Professional Summary**

* 2 Years of Experience in Ad Operations – International (India, Indonesia & US)
* 2 Years of Experience in Customer Relationship & Digital Marketing
* 1 Year of Experience in Sales & Special Pricing
* Handled Complete Operations when we launched ladooo in Indonesia – Ad Operations, Service Management (Recharge / SMS), Managing On Site Contract Employees & Consumer Support

**Experience Profile**

|  |  |  |
| --- | --- | --- |
| Organization | Designation | Duration |
| Airloyal (aka) Funspot Mobile Technologies Pvt Ltd | Ad Operations – Assistant Manager | 04-10-2014 to till date |
| Hewlett Packard (HP) | Sales Assist / Process Analyst | From 26-O4-2013 to 30-09-2014 |

**Software / Platforms Used**

|  |  |
| --- | --- |
| **Platform Name** | **Detail / Used For** |
| Hasoffers | Used as a Publisher & Affiliate |
| Kitchen, Lookup | Own Internal Portal for Ad Operations |
| AWS (Amazon Web Services) | Used to check user data in Dynamo db |

**Key Projects – Roles & Responsibilities**

|  |  |
| --- | --- |
| **Airloyal – Affiliate Business** | **Manager** |
| **Project Description:**  Due to the increasing demand for the app install business, Ladooo itself was not enough as a publisher and so we went on starting affiliate business wherein we connected with multiple Advertisers & Publishers across many countries. | |
| **Roles & Responsibilities**   * Finding Advertisers / Getting Campaigns – CPL,CPM.CPR * Finding Publishers * Closing deals with Advertisers / Publishers * Integrations & Setting up Campaigns in has offers Portal | |

|  |  |
| --- | --- |
| **Ladooo – Customer / Consumer Support** | **Success executive** |
| **Project Description:**  Core Responsibility of this role is to make sure the Advertisers’ objectives are met for each & every campaign. Advertisers’ objectives could be Sale / Lead / User Acquisition / User Retention and to get high quality installs / engagement. | |
| **Roles & Responsibilities**   * Fraud Prevention / Detection Activities – R & D * Maximize KPI – Retention Ratio, etc… * Handling Burst Campaigns * Identifying & Resolving consumer issues * Support Portal – Using portal to solve issues & providing Feature Requirement inputs | |

|  |  |
| --- | --- |
| **Ladooo – Indonesia** | **Project Lead** |
| **Project Description:**  Ladooo is a Mobile App that offers free talk time for users for app installs / accomplishing certain tasks. When we went international we launched it in Indonesia. | |
| **Roles & Responsibilities**   * Ad Operations Management * Recharge Service – Identifying the Service Providers & Management * SMS Service – Identifying the Service Providers & Management * Management of the Contract Employees hired for Testing * Consumer Support | |

|  |  |
| --- | --- |
| **Airloyal – User Acquisition** | **Lead** |
| **Project Description:**  With the sense of urgency and growth, there is always a need of new users for any app. Hence this project involved in getting new users for Ladooo and increases the active user% of the app in order to generate more revenue. | |
| **Roles & Responsibilities**   * Campaigns in Google ad words and face book * Research and analytics in User acquisition | |

|  |  |
| --- | --- |
| **Hewlett Packard – Business Process Analyst / Sales assist** | **Team Member** |
| **Project Description:**  To work on projects, designed to improve quality, reduce error and design a new business process and also to prepare budgetary and legal quotations. Working with sales and pricing team. | |
| **Roles & Responsibilities**   * Quality checking and high light errors. * Creating deals and preparing quotes. * Routing the complete graphical diagram of Server/Storages/Networking products * Conducting presentation and training. | |

**Awards**

* Received Spot Award in Hewlett Packard by achieving best Objective (Efficiency, Availability and Utilization) and Subjective points.
* Received extraordinary contribution award in airloyal.

Ref: <http://airloyal.com/company.html?v=team>

**Educational Qualification**

MBA (Finance) – Madras university [2013-2015] 62%

B.COM (CS) – Ethiraj college for women [2010-2013] 72%

XII – Sri Sankara vidyalaya [2009-2010] 88%

X – Chettinad Vidyashram [2007-2008] 58%

**Personal Profile**

|  |  |
| --- | --- |
| Marital Status | Single |
| Languages | Tamil, English & Telugu |
| Age | 23 years |
|  |  |

Place: Chennai

Date: Jayashree.S