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| **Sneha A Patil** [**snehapatil281992@gmail.com**](mailto:snehapatil281992@gmail.com)  **Mobile: +91-7892939049**  **Summary**  Digital Marketing professional with dynamic carrier of **5.5 years** in the industry with current Specialization in **Digital Marketing**. Proficient in managing and delivery of ad campaigns (**CPC, CPI, CPT, CPA etc**.) for diverse global brands and creating strong client relationships. Skilled in **Facebook Marketing**, **Web Analytics**, **Display/ Video/ Mobile In-App** advertising, **Branding, Browser Push, User Acquisition** and **Programmatic** Buying & Selling across verticals **like e-commerce, gaming, food, education, travel industry**.Worked on various client engagements as a Business Analyst for clients spread across different geography (**India, International, SEA, China, US, MEA Markets**) and helped to grow their business exponentially month over month and supported them in managing their budgets, accounts and campaigns sharing the timely updates with campaign analysis and creative ideas.Good knowledge and skilled at Data Analytics, business Intelligence, Data Science, Agile Methodology, worked on the following tools -**MySQL,HIVE, JIRA, Advanced Excel, Power Point, Grafana, Tableau, Visio**. Good understanding **on SSP/DSP/DMP/Ad exchange/ ad server** etc. Experienced in **Account Management, Client Management, Project Management, Campaign Management, Business Analysis, Data Analysis.**Worked with **multiple MMP’s** (AppsFlyer, Apsalar / Singular, Adjust, Branch).Won the **Excellence award** from the organization for contributing exceptional growth of the revenue and margin by 6X via Client and account Management during sale period for the top tier 1 accounts.  **Career Brief**  **Campaign Manager, Affle India Sept 2018 Present**   * **Leading the monthly business of 3 Cr** for RevX’s **Retargeting solution** while **mentoring** a team of 6 members on theproduct. * **Performance Consultation** for Sales & Account Management, presenting price & revenue opportunities for strategic accounts and assisting in **pre-sales meetings** for high budget acquisition & engagement client’s. * Also, being an expert **in Facebook Marketing**, delivered 2 Cr revenue/month with 60% margins for the e-commerce clients by optimizing the campaigns with best suitable strategies for meeting the client KPI goals as well as meet the company revenue and margin goals. * **Analyzed** the Myntra app on various parameters like **install & conversion trend**, **Average Order Value**, **User LTV**, to provideaccurate   **projections to the client** on the scalability for the coming quarter.   * Managing **60% of the revenue** including some of the biggest clients like **Myntra, Max Fashion, Zivame, Tatacliq**. Recorded a **7x growth** for Myntra and Max clients, increasing budgets from **65L/quarter** to **4.5Cr/quarter**. * Increased the scale of daily installs for Swiggy Account **from 500 to 10,000** with **60% lower CPI** & improved **conversion rate of 18%** (up from12%).**Forecasted campaign** performance & developed execution strategy to **maximize client ROI** &**internalmargin’s.** * Drove **25% improvement in performance** MoM for Flipkart, on varied metrics (CPA/User Sessions/ROI) while **reducing remarketing acquisition cost** by 15% through **audience segmentation** across customerjourney. * Managing campaigns and optimizations on multiple platforms including the **In-House DSP**, **Hive** and **Facebook AdManager**. * **Led and guided a team of 10+ members** to optimize delivery and performance for engagement and acquisition campaigns to meet client KPIs as well as on advanced skills, such as **price-volumeanalysis.** * **Headed a key Agency Partnership**, formulating roles & responsibilities across teams and best practices to be followed for deal setup resulting in **reduced delays in launch** & **drop in error-rate** by 25% by streamlining theworkflow * **Piloted Real Time Bidding adoption plan** with support from engineering and **senior leadership**, Bidding and First Price Auction.   **Business Analyst, Vizury Technology Mar 2018 Aug 2018**   * Set-up and Manage **App Install** and **Retargeting** campaigns for India , Indonesia and Middle East region with varied pricings(**CPI,CPM, CPC, CPA, ROI).** * Worked with **multiple MMP’s** (AppsFlyer, Apsalar/Singular, Adjust, Branch) for campaign integration andtracking. * Fetching data from **Hive and Google Analytics** to analyze **Look-Alike Audiences, Session and Bounce Rates** and make required   **optimizations** for the campaigns.   * Checking various parameters like **Time and Day of the week, Geo, Frequency, Top Apps** etc. to start campaigns with the optimum setup, helping achieve 30-40% **higher post install metrics** than other partners in the first week of therun. * Ran **SQL queries** on the Hive platform to give data and insights to **Data Science and Engineering** teams to help improve data science model.   **Business Analyst, Mindtree Ltd. Oct 2015 Feb 2018**   * Working directly for the Banking and insurance clients with the customers of Link group which works for Australian Superannuation fund which are all related to Australian pension system. * Analyzing and clear understanding of client needs in the form of requirements and recommending solutions that define value to stockholder. Involved in requirement analysis, requirement gathering, estimating the effortsand developing quality product in a timely manner as per the client’s needs * Ensuring the team alignment as per the Agile methodology   **ACADEMIC CREDIANTIALS:** | |
| B.E. (Electronics & Instrumentation), JSS Academy of Technical Education, Bangalore with 72% | **2011 - 2015** |
| Christ University, PUC with 68% | **2010 - 2011** |
| Christ, State Board with 93% | **2008 - 2009** |