

AAYUSHI GOEL



AAYUSHI.GOELI@GMAIL.COM



9560535663



LINKEDIN URL

[HTTPS://WWW.LINKEDIN.COM/I
N/AAYUSHI-GOEL-64392455/](https://www.linkedin.com/in/AAYUSHI-GOEL-64392455/)

SUMMARY STATEMENT

Experienced Program Manager with forte in Customer Relationship Management (E-CRM & CRM) for the brand across Consumer durable, IT and FMCG. Demonstrated history of working in the marketing and advertising industry. Skilled in Digital Marketing, Mobile Marketing, Loyalty Marketing, Market research, Communication Management & Consumer/Escalation Management.

SKILLS

- Account Management
- Program Management
- Google AdWords
- Leadership skill
- Digital/Mobile Marketing
- Vendor management
- SEO

EXPERIENCE

SR.PROGRAM MANAGER- ACCOUNT MANAGEMENT DIGITAS (PUBLICIS GROUPE)

October- 2018 - Present

- Leading Project management team and the account management team for CRM clients. Proactively plan and manage processes with cross functional teams to ensure flawless operations management.
- Constantly review the performance of the program and competitive scans. Perform account planning reviews with clients and recommend new ideas/Strategy and innovations leading to improvement in client revenues and loyalty of the client.
- Coordinate frequently with stakeholders across different functions - vendor, Management (Art, Content, Strategy, Operation, Media, Etc.), and Clients
- Troubleshoot the business issues and providing solution for the same.
- Managing escalation and communication related to Loyalty and CRM Programs.
- Campaign design and analysis
- Providing trainings to the team for improving efficiency.

PROGRAM MANAGER- ACCOUNT MANAGEMENT DIGITAS (PUBLICIS GROUPE)

November 2014-September 2018

- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget.
- Presenting alongside agency colleagues, the campaign ideas and budget to the client;
- Working with the account manager to brief media, HTML, Coding, creative and research staff and assisting with the formulation of marketing strategies;
- Liaising with, and acting as the link between, the client and the advertising agency by maintaining regular contact with both,
- Negotiating with clients and agency staff about the details of campaigns;
- Presenting creative work to clients for approval or modification;
- Handling budgets, managing campaign costs and invoicing clients;
- Monitoring the effectiveness of campaigns;
- Manages proposal/project development cycles including scheduling, research, creating presentations, and collecting assets

-
- Strong Leadership
 - Communication Management

PROJECTS

- Consumer Loyalty Programs
- Channel Loyalty/Incentive Programs
- Augmented reality
- Social Campaigns
- EMI Portal
- Product creation and Launch
- Website creation
- Email Campaigns
- Google analytics
- Escalation Management

HOBIES

- Crafts
- Listening to Music
- Painting
- Travelling
- Learning new things every day

CERTIFICATION

- Google AdWords Fundamental
 - Niesbud Certification
-

- Ensure that all the deliverables are as per brand guidelines and delivered by the agreed timelines
- Development, production and delivery of projects from proposal right up to delivery
- Setting, communicating and maintaining timelines and priorities on every project
- Have worked on augmented reality projects, Social Media Campaign, Channel Programs, Consumer Programs and various website creation
- Communicating, maintaining and developing client relationships
- Managing operational and administrative functions to ensure specific projects are delivered efficiently
- Having little technical knowledge in terms of getting the website/app/microsite made. Bridging the vision of what the business needs and customer-facing capabilities that deliver end user value.

SALES & MARKETING EXECUTIVE- ITC HOTELS

12th May 2014- 5th Nov 2014

EDUCATION

ADVANCED DIGITAL PROGRAM- MANIPAL PROLEARN PURSING CURRENTLY

PGDM- TOURISM & MARKETING

2012-14

BBA – MANAGEMENT

2009-12

HIGH SCHOOL- COMMERCE & MATHS

2009