

Amit Jawale

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Objective

I am looking to contribute to a team of advertising professionals to grow an advertising agency and develop successful marketing campaigns for clients.

Education

BACHELOR OF ENGINEERING | OCT 2015 | VIDYALANKAR INSTITUTE OF TECHNOLOGY

- Major: Electronics and Telecommunication

Experience

SENIOR PROCESS ASSOCIATE | TATA CONSULTANCY SERVICES | NOV 2018- PRESENT

1. Media Planner Broadcast Operations, Foxtel Media, Australia. (MAY 2019-Present)

- Campaign setup using brief provided on the basis of budget, CPM, Daypart, strike-weights.
- Build, implement and manage direct and programmatic campaigns across your Sales patches.
- Manage and support dedicated Campaign Manager to ensure required creatives are received, tested and are live within a timely manner
- Monitor campaign delivery and work to optimize activity for successful campaign results.
- Provide campaign related analysis and other learnings to relevant stakeholders
- Work with your Ad Ops Manager to troubleshoot campaign/platform issues, improve workflows and creative efficiencies within your day-to-day
- Participate in regular internal knowledge sharing sessions
- Contribute to cross-team projects to drive business initiatives (platform improvements, tech updates, new products etc.) across the wider Foxtel Media Technology, Product and Operations department.
- Work with Coordinators to provide clear and concise direction to offshore team to accurately create, amend and maintain campaigns within expected deadline
- Accurately accept/validate campaigns in line with Client Contracts and Internal Policy, escalating to Group Manager and relevant department when required
- Communicate daily with onshore team regarding effective campaign tracking direction
- Provide clear, concise, and consistent feedback to management regarding the performance and communication across the team

FTTX NETWORK ENGINEER | JIO | JAN 2017 – OCT 2018

- Plan & Coordinate implementation tasks for FTTx Connectivity.
- To prepare the FSA and In-building designs for the area released by Business in line with the Guidelines.
- Carry out site survey along with the construction team to validate feasibility and update the revised routes in the MD survey Application.

Software and Tools.

1. LANDMARK

- Broadcast and Multimedia Ad Sales and Commercial Scheduling software for making campaign and amendments as per brief provided by sales team.

2. SALES FORCE AND CLOUD SENSE PORTAL.

- A web portal where briefs and instructions provided to create and work on new campaigns and amendments.

Skills & Abilities

- Strong work ethic
- Attention to details
- A genuine desire to achieve, excel and evolve
- Ability to grasp new ideas and integrate them into desired results
- Dynamic, results-oriented problem solver
- Excellent understanding of MS Office products mainly Excel and Outlook
- Understanding of the Media Landscape
- Ability to multi-task and prioritize, working efficiently to daily deadlines
- Highly organized and displays meticulous accuracy and attention to detail
- Ability to work both independently and within a team
- Demonstrate focus and the ability to be flexible and adapt quickly