Vishal Thapa

Head of Campaign Management

About me

Dedicated and organized Head of Campaign Management and effective leader with over 8 years of experience in delivering high performance marketing campaigns and leading creation of high level digital strategies and planning. Throughout my career, I have developed a deep understanding of the digital marketing landscape and have honed my skills in paid marketing. Currently, I hold the position of Head of Campaign Management at my current company. I have successfully led and managed a team of experts in executing high-performing paid media campaigns as well as providing detailed marketing and business strategies to clients. My proven track record of achieving exceptional results and driving revenue growth makes me a valuable asset to any organization.

Experience

Quick Fox Labs, London

Head of Campaign Management 08/2023 to Current

•Developed and executed high-level marketing strategies that consistently exceeded client expectations, resulting in increased ROAS and client satisfaction.

•Utilized deep analytical thinking and data-driven insights to optimize campaign performance, identify growth opportunities, and make informed recommendations, resulting in improved campaign efficiency and effectiveness.

•Spearheaded client communication and relationship management, serving as the primary point of contact for key clients, and ensuring their needs were met effectively, resulting in long-lasting partnerships.

•Led a cross-functional team of campaign managers, designers, and account managers, fostering a collaborative and innovative work environment that led to successful campaign outcomes.

• Implemented best practices and streamlined processes within the campaign management department, leading to improved workflow efficiency, reduced errors, and increased productivity.

• Creating high level strategies per quarter with forecast projections based on insights from data.

• Orchestrated regular team meetings to facilitate in-depth discussions on each client's campaign performance, highlighting successes, addressing challenges, and collaboratively devising strategies for improvement, fostering a culture of continuous learning and client-focused excellence

Onefeed, Bournemouth

Head of Paid Social 04/2023 to 08/2023

• Heading up the Paid Social Campaigns and working on expanding the team

• Managing the implementation of marketing strategy for all social campaigns to boost profits.

• Working on a standardised SOP documentation across all Social platforms to boost efficiency in implementation, troubleshooting and scaling up marketing campaigns

• Leading on weekly client meetings to maintain strong relationship and keep them updated with their campaigns' progress and any issues

• Analysing the current campaign structure from ad creative to landing pages, identifying weaknesses and implementing improvements to lower cost of sale for clients.

Integritas Talent LTD, London

Marketing and Operations Manager 07/2016 to 03/2023

• Project managed multiple paid advertising campaigns for clients with successful delivery with over £5M in revenue

• Created and managed ads on Google, Facebook, TikTok and Instagram utilising £1M in budget across all platforms

• Created optimal workflows on Monday.com for media buyers to automate ad campaign creations and boost efficiency for employees to effectively manage more campaigns without decrease in performance

•Created and standardized company wide reporting process which provided a weekly and monthly performance overview on metrics such as spent and revenue on front and backend

• Scoped out and defined the strategy for marketing and design vision with external clients by implementing manageable delivery schedules

• Project Managed the development of apps such as Q&A Astrologer using software development lifecycle (SDLC)

• Led the international development team on developing custom-tailored web pages and integrating full tracking software such as GTM and FB pixel in order to monitor ad performance

• Regularly reported to the senior management on progress, any blockers and foreseeable risks

• Identified weaknesses in an ongoing marketing campaign which would have caused loss of conversions and implemented improvements which in some cases tripled the conversion rate.

•Led redesign of client products and services to optimize UI to enhance user engagement and improve CTR from page click to checkout, ensuring thorough QA was performed
•Effectively managing an international team to make sure everyone was working aligned to a specific time pattern. Using slack to make sure relevant projects had channels with relevant team members so everyone was kept informed.

Agilisys - City of London

PMO Analyst, 07/2015 to 07/2016

• Supported on all IT projects For City Of London Local Authority and City of London Police. Supporting all the Project Managers.
• Managed and updated the budget tracking for IT projects across multiple councils. Working closely with the IT projects Director and the Project leads for those regions.
• Improved upon the budget tracking to make the process more efficient giving a better scope on the gap to budget across all IT projects. By creating a more automated approach which pulled all the data together rather than having to manually input.

• Supported Project Managers to produce highlight reports and checkpoint reports for all IT projects to ensure it was ready for weekly update meetings. Also using the lessons learnt approach to make further improvements.
• Led meetings with Project Managers to review project status, draft action plans. All accordance under PRINCE2
•Monthly meeting with internal stakeholders to update on all ongoing projects.
• Improved operations by generating project status reports and identifying issues for corrective action.
• Supported on City of London Police project which led the first police force in the country to have fully body-worn cameras integrated into their uniform.

EDUCATION AND QUALIFICATIONS

Bachelor of Science, Mathematics - Honours, 09/2011 to 05/2015

Prince 2 Certified – Jan 2023