**Manager – Digital Marketing**

**Imran**

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**SUMMARY:**

* Oversees daily operations across multiple campaign activities including planning, inventory management, analytics and campaign operations.
* Identifies potential enhancements in ad operation management processes that will streamline workflow and optimize publisher cost.
* Analyzes and does data-mining of network data, campaign data to access strategic business opportunities, identify key campaign performance drivers, and compare history performance against sales objectives.
* Standardizes operating best practices throughout ad operations.
* Supervise and evaluate the performance of all channel campaigns.
* Manage all SEO, SMO, Email, Google AdWords, Ad ops campaigns.
* Manage recruitment and oversee training for additional team members.
* Take an active role in Quarterly Board
* Managing and implementing online advertising campaigns and serving as the main point of contact for clients – maximizing revenue and playing an integral role in the success and leadership of online campaigns.
* Manage online media advertising campaigns; including deliverables collection, screenshot requests, ad trafficking implementation, and campaign reporting.
* Serve as the main point of contact for online advertising banner campaigns.
* Providing exemplary customer service to our internal and external clients Set up and confirm all creative media to ensure proper functionality, accurate placement, targeting and rotation Monitor, optimize and report on performance of banner campaigns Troubleshoot campaign delivery and technical issues with our customers, ad serving vendors, 3rd party technologies and internal departments Work with internal departments, to investigate & resolve technical issues.
* Excellent written and verbal skills with the ability to communicate effectively on the phone, in person and via e-mail
* Ability to quickly learn new technologies, applications and processes Demonstrated ability working towards issue resolution and/or project releases; in a deadline oriented environment.
* Ensure policies and procedures are maintained for order approvals and that exceptions are thoroughly reviewed.
* Initiate proactive and appropriate resolutions to advertiser, account manager, finance associate and sales management concerns

**Education:**

* B.Tech (Computer Science and Information Technology)Jawaharlal Nehru Technological University – Hyderabad
* PG Diploma in Computer Application-IGNOU

**Key Skills:**

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| Languages | UML 2.0 |
| Operating Systems | Windows 98, Windows 2000, XP, Vista and windows 7 |
| Project Documentation | Rational requisite Pro, Ms Word, PowerPoint , XL and Access |
| Languages/Web Technologies | Asp.net, Sqlserver, HTML, Amp script, CSS, java script. |
| Databases | Oracle , Sqlserver |

* 1. DFA, DCM.
	2. Email Marketing. (Amazon SES, Mail Chimp, Juvlon, Sendy, Exact target)
	3. Display Advertising
	4. Google AdWords
	5. Retargeting.
	6. SEO,SMO,SMM
	7. Google Analytics, Hootsuite, Hubspot.
	8. Mobile Marketing
	9. Media Planning
	10. Media buying
	11. Content Strategy
	12. DFP, DFPP, DFP small business.
	13. Adara media.
	14. CPA, CPC, CPL, CPS.
	15. OAS (Open Ad stream).
	16. Appnexus.
	17. RTB, Bid manager.
	18. Ad Exchange.
	19. Inventory Forecasting.
	20. Inventory Booking.
	21. Radian6
	22. Buddy Media

**ACADEMIC QUALIFICATIONS**

* Certified Business Analyst
* Certified Sun programmer standard edition 5.0

**Process Management**

* Having client meeting to understand their requirement and providing them expected results with their budget
* Monitoring all teams for the live campaigns and will be checking with internal team about campaigns data.
* Checking all the reports and communicating clients about campaign performance
* Responsible for setting up new clients and doing an initial business process evaluation.
* Established strong working relationships with managers at all customers and at all levels.
* Maintaining all process documents related to client.
* Having proper resource allocation for each project based on client requirements.
* Delivering smooth process implementations by modifying procedures and providing training when changes are rolled out.
* Ensured continuous improvement in processes through regular review meeting with team heads and sale teams.

**Operation Management**

* Regularly monitoring resources performance and identifying the gap.
* Providing training on to improve their performance for resources.
* Monitoring weekly schedules tasks.
* Having monthly 1 on 1 session with resources with all their last month work performance and rating them and let them know their areas of improvement.
* Maintaining all CIL of resources.
* Monitoring and ensuring that team is operating effectively and efficiently for the allocated task.
* Co-ordinating resources to deliver projects on time and to budget.
* Having proper plan to organize and priorities work load.
* Building and maintaining effective relationship with clients.

**Stakeholder Management**

* Managing the expectation of clients throughout project. (End to End)
* Ensure that information systems are put in place to meet the information requirements of all clients.
* Coordinating and having effective communication among clients.
* Upon successfully campaign deployment is completed having campaign performance call with client.
* Having client call for campaign optimization and make client understand why optimization is required.

**People Management:**

* Managing and monitoring team size of 40.
* Effectively monitoring the skill and will for the process
* Having daily scrum meeting to understand were there any roadblock in their day to day task.
* Identifying resources who in poor in performance and providing effective training to improve them.
* Having monthly 1 on 1 session with teams to understand
* Having regular team building and motivation session to build strong relationship and to avoid team iteration.

**Work Experience:**

**The Dollar Business – Vimbri media Pvt (Ltd): Sep 2016 to Till date**

**Designation: Manager – Digital Marketing**

**Responsibilities:**

* The primary role at The Dollar Business to work on new clients within advertising, broadcasting, publishing. Developing a rapport with new clients, and assigning accounts to teams.
* Working on company products promotion across all social media channels including Google AdWords.
* Working on Amazon SES with sendy interface for email campaigns.
* Working on MailChimp for email campaigns.
* Handling team size of 20 resources.
* Having client meeting to understand their requirement and providing them expected results with their budget.
* Working on Brand marketing, Social Marketing, Social Media for company campaigns.
* Working on SEO, SMO, Google AdWords, AD Operations for the client campaigns on different price models.
* Setting up Google ad words campaigns and working on ROI.
* Checking A/B testing for all creative’s and identifying the best performing creative.
* Checking all the reports and communicating clients about campaign performance.
* Monitoring all teams for the live campaigns and will be checking with internal team about campaigns data.
* Have a client call for changing the creative’s if they are not working.
* Working on the Content strategy for client campaigns and giving them additional inputs.
* Working on the client products to provide suggestion to improve traffic on their sites with content change and design of the website.
* Looking into all the campaigns from end to end to ensure all are set for deployment with free flow.
* Monitoring overall performance of team and providing action items.
* Having regular interaction with company sales team to ensure all campaigns are align with client requirements.
* Buying datasets for the campaigns from third party.
* Participating in QBR- quarterly business review meeting with all the company higher management.
* Setting up all the process documents, QA document align with company standards.
* Conducting team building activates and taking regular trainings.
* Hiring right candidates required for the job requirement and on boarding them after delivery excellence training.

**Aptroid Technologies pvt (Ltd): Oct 2015 to July 2016**

**Designation: Operations Manager Digital Marketing**

**Responsibilities:**

* The primary role at Aptroid Technologies to work on new clients within advertising, broadcasting, publishing. Developing a rapport with new clients, and assigning accounts to teams
* Managing a portfolio of accounts, engaging in project management duties Delivering presentations, attending meetings with clients.
* Handling team size of 45 people.
* Facing the daily calls with client to regularly to meeting the client expectations and for enhance trainings on the tool.
* Working on Brand marketing, Social Marketing, Social Media for client campaigns.
* Working on SEO, SMO, AD Operations for the client campaigns on different price models.
* Setting up Google ad words campaigns and working on ROI.
* Checking A/B testing for all creative’s and identifying the best performing creative.
* Checking all the reports and communicating clients about campaign performance.
* Monitoring all teams for the live campaigns and will be checking with internal team about campaigns data.
* Have a client call for changing the creative’s if they are not working.
* Working on the Content strategy for client campaigns and giving them additional inputs.
* Working on the client website to provide suggestion to improve traffic on their sites with content change and design of the website.
* Looking into all the campaigns from end to end to ensure all are set for deployment with free flow.
* Monitoring overall performance of team and providing action items.
* Having regular interaction with USA sales team to ensure all campaigns are align with client requirements.
* Buying datasets for the campaigns from third party.
* Participating in QBR- quarterly business review meeting with all the company higher management.
* Having client meeting to understand their requirement and providing them expected results with their budget.
* Setting up all the process documents, QA document align with company standards.
* Working with HR team for hiring right candidates for the suitable job profile.

**Theorem India pvt (ltd): Sep 2010 to Oct 2015**

**Designation: Team Lead – Digital Marketing**

**Responsibilities:**

* The primary role in theoreminc to work on new clients within advertising, broadcasting, publishing. Developing a rapport with new clients, and assigning accounts to team members. Troubleshooting and resolve complex issues with advertisers and publishers, and educating new employ's on the process. Managing a portfolio of accounts, engaging in project management duties Delivering presentations, attending meetings with clients.
* Facing the daily calls with client to regularly to meeting the client expectations and for enhance trainings on the tool.
* Handling a team of 35 members and keeping their daily status reports and monitoring their work.
* Develop standard procedures to execute campaigns.
* Handling 5 campaign managers who work for the entire end to end process.
* Constant Interaction with the onshore team regarding the management of client accounts.
* Solid knowledge of Internet technology and applications, including a broad understanding of ad trafficking and reporting.
* Daily management includes trafficking, pacing, optimization, and reporting of ad campaigns.
* Testing of all ad creative for compliance of site specifications as well as functionality.
* Trafficking and implementation of targeting and 3rd party tracking to support specific requirements of a sale.
* Experience in online ad serving and reporting. Familiarity with ad serving tool like DART, Ad Expert, etc.
* Good understanding of online ad campaign metrics and analysis, including CPM, CPC, CPL, and CPA advertising models.
* Ability to multi-task priorities under tight deadlines.
* Experience in handling high priority accounts.
* Manage all implementation aspects of designated display advertising campaigns through efficient use of business systems (client and order setup, inventory reservation, and ongoing order revision).
* Interact daily with Sales/Account Team personnel to prioritize and execute on Media Plans and Insertion Orders to coordinate advertising campaign launch.
* Serve as a first tier troubleshooter and escalation point for client setup, order entry and billing issues.
* Ensure quality and data integrity by enforcing standard policies and procedures, and ensuring financial and regulatory compliance.
* Evaluate team performance and schedule job trainings to team members.
* Prepare weekly and monthly status report on the projects.
* Maintaining the daily status report of the projects.
* Making the team to prepare the case studies on the projects and share across the sales team to get the new accounts to the company.
* Maintaining the all the error log related to project.
* Participating in QBR- quarterly business review meeting with all the company higher management.
* Having client meeting to understand their requirement and providing them expected results with their budget.
* Setting up all the process documents, QA document align with company standards.
* Conducting monthly one on one meeting with all the team members.
* Maintaining the CIL of the team.
* Monthly review meeting with team and try to solve their problems.
* Preparing the cross training plans to train the team on the proper technologies to meet the client expectations.
* Conducting the regular meeting with all the different vertical Associate Managers and sharing the RCA’s.
* Regular meetings with pre sales consultants.
* Working on the delivery excellence of the projects.
* Maintain all the documents with the standards.
* Giving the support to clients on the enhancements of the project.
* Working with HR team for the interview process and on boarding right candidates.

**Alrida computing limited May 2009 to Aug 2010**

ALRID COMPUTING LIMITED is a leading global consulting and IT services company, offering a wide array of solutions customized for a range of key verticals and horizontals like Banking, Inventory and Financial domain.

**Project: 1**

**Title: Banc Assurance (CRM)**

**Client: Alrida**

**Designation: Business Analyst**

**Project Description** Banc Assurance is a web based application that caters insurance plans, savings plans of HNI customers at bank. Using this application KYC, RPQ data of the client is submitted and accordingly risk rating is derived. Authorized users can create plans by selecting list of pre-registered plans with bank. Submitted request is routed through various predefined workflows. Using this application online premium payment and standing instructions can be set-up. SMS/E-mail’s are generated to users regarding their overdue/successful premium payments. MIS reports can be generated for statistics purpose

**Responsibilities:**

* Worked extensively in defining the architecture & database design using the proven industry best practices in latest technologies.
* Handling the team of Jr.BA’s.
* Gathered Business Requirements and interacted with the Project stakeholders to get a better understanding of the Business Processes.
* Handling a team of 8and training them on the product and all the major concepts of requirement gathering, preparing mockups and wireframes and the presentation skills at the client side.
* Maintaining strong business relationship with SME’s, Account managers and stakeholders.
* Having daily remote call with client to gather the requirement and understanding the concept and taking them through the walkthrough of the project.
* Present white papers on various possible approaches for the proposed solution and provide the recommendations based on the industry /vendor best practices.
* Prepared the time and effort estimates for the projects
* Maintaining the all the error log related to project.
* Conducting monthly one on one meeting with all the team members.
* Maintaining the CIL of the team.
* Monthly review meeting with team to enhance their skills with skill set matrix.
* Preparing the cross training plans to train the team on the proper technologies to meet the client expectations.
* Maintain all the documents with the standards.
* Conducting the UAT with the client once the project is complete to ensure that all the things or place according to client requirement.
* Giving the support to clients on the enhancements of the project.
* Defined project milestones, schedules and monitored progress
* Designed, developed and conducted project related presentations (wireframes and prototypes) to the executive teams.
* Assisted Project Managers as needed.
* Prepared organization charts/diagrams in PowerPoint

**Environment:** Visual Studio. Asp.net, vb.net, AJAX, XSL, XML, Web Services, CSS, SqlServer2005

**Ostudioz IT Solutions Feb *2007 to Mar 2009***

**Project: 1**

**Title: Human Resource Management System**

**Clint: Ostudioz IT Solutions**

**Designation: Software Engineer**

**Project Description**: The main purpose of the project is to develop the applications to maintain the company details such as Establishment details, location details, department details and Employee details such as personal details of the employee, job codes and description, pay group details, training details such as in house training and external training details for the employees and non employees into is used to track all the program details of evaluation criteria which is setup by the organization.

 This project has in total six modules- Applicant, Employee, Client, Jobs, system Admin and Reports. This application also keeps track of the various earnings of the employee within the earning programs, absence history of the employees, tracking all the taxes that are associates to particular state and the locality, Basing on these details payroll calculations are made for the employees i.e., form the earnings and benefits which the organization is providing and accordingly pay slips are raised for the employees.

**Responsibilities:**

* Worked on the full Software development life cycle of project from Inception till implementation using agile methodology (scrum).
* Participated in requirement gathering and transforming them into technical solutions.
* Unit Test Plan preparation and documenting the verified results.
* Defined validations to be built into application in line with the functional requirements
* Interaction with the client for existing and enhancing the requirements
* Extending post go-live and application maintenance support (Level3) to the client. .
* Developed wireframes, mockups, user manuals, presentations and training manuals as per project specifications and timelines.
* Worked closely with the design team in the creation of wire frames to capture design and compliance requirements
* Facilitated Joint Requirements Planning sessions (JRP), Joint Application Development (JAD) sessions.
* Participated in meetings with Developers, Project Managers and Quality Analysts to discuss business requirements, test planning, resource utilization, and defect tracking.
* Prepared organization charts/diagrams in PowerPoint
* Designed, developed and conducted project related presentations to the executive teams

**Environment :** Visual Studio.Asp.net ,vb.net , AJAX, XSL, XML, SQL/PL SQL, Web- Services, CSS, Sqlserver, Oracle, Windows 2003

**Project: 2**

**Title: Health plus (General Insurance-Health)**

**Clint: Ostudioz IT Solutions -Hyderabad**

**Designation: Software Engineer**

**Project Description:**  This is an application specially designed for the Contact Center for the faster access and get information from multiple applications. Keeping the Information Security Management in Account

**Roles and responsibilities:**

* Worked as Ambassador user/ single point of contact guiding Business Analysts
* Worked with Business Analyst in clarifying Business requirements and entire Business process
* Thoroughly checked SRS document for its complete and correctness
* Provided inputs for project scoping.
* Maintained Requirement Traceability Matrix (RTM).
* Performed User Acceptance Testing (UAT)
* Involved in SRS review sessions
* Involved and Interacted with technology team throughout the SDLC phases.
* Prepared the wireframes.

**PERSONAL PROFILE**

**Languages Known** **:** Written/Spoken: English, Hindi and Urdu.

**Address**   **:** Hyderabad, Telangana.