



Mr. Ravi

Digital Marketing or IT Operations Manager

KEY SKILLS

• Operations Management • Delivery Management • Project Management • Process Improvement • Quality Assurance • Risk Management • Strategic Transformation • Training and Mentoring • Business Continuity • Benefit Analysis • Resource Optimization • Costing and Budgeting • Change Management • Vendor Management • Stakeholder Management • Team Management • Analytical Skills • Relationship Management • Cross-Functional Collaboration • Digital Marketing • Ad Operations

PROFILE SUMMARY

- An innovative professional with performance-driven experience in a multicultural environment across creating effective business solutions and products by developing digital strategy plans, strategic communications management utilizing creative intellect to manage digital marketing operations, ensuring to meet top-line and bottom-line objectives.
- Instrumental in growing market from USA to Europe, LATAM and APAC; acquired additional Vertical Scope like Indie and House Ads.
- A renowned Digital Advisor to teams, working within the budget requirements and proficient in managing the content for digital properties whilst maintaining and nurturing effective relations with the key corporate clients.
- Well conversant in online merchandising, digital asset management, digital marketing strategy, social media management, and Google analytics.
- Certified Scrum Master; proven track record in establishing KPIs and evaluation processes, initiating many communication strategies by planning and carrying out the right message for ensuring effective operations.
- A high degree of flexibility, creativity, commitment and optimism; skilled in cultivating and maintaining business relations with clients and coordinating with them.
- An effective leader and communicator endowed with proficiency in managing multiple tasks and meeting deadlines along with ability to garner information as well as key relationships from requisite sources.

NOTABLE HIGHLIGHTS

- Provided exceptional service to key clients, involving FIAT, Spotify and Reprise by spearheading a team of digital marketing and ad operations professionals.
- Improved service delivery and increased profitability by developing and implementing strategies for operational efficiencies, quality control, and process improvement.
- Directed a team of 40+ ad operations professionals to consistently meet and exceed key performance indicators with 99.9% quality and 100% turnaround time (TAT) for campaign delivery with CSAT score of 4.6/5.
- Enhanced operational efficiency by 20% and a reduction in turnaround time for campaign execution through executing process improvements and automation solutions.
- Augmented client satisfaction by 15% and a growth in account revenue by 10% through developing and implementing strategic client retention plan.
- Successfully directed a team of ad operations professionals to consistently meet and exceed key performance indicators (KPIs) for campaign delivery and client satisfaction.
- Reduced ticket waiting time from 21% to 10% by implementing best practices for improved efficiency in 2018 - 2022.
- Acknowledged as All India Best Idea for Year 2019 for automation implementation of ads trafficking process.
- Hand-on experience in developing capability plans in line with new process being outsourced.
- Drove strong operational delivery, process improvement, automation, helping to mitigate risk while balancing operational efficiency and user impact.
- Collaborated closely with other teams across stripe to drive operational excellence and seamless user support.
- Directed the business Service Delivery Management engagement with the client.
- Accountable for delivering the service according to an agreed Service Quality Plan adhering to the agreed Governance Model.
- Accomplished the resources as seen fit for the agreed Service Levels and deliverables.
- Holds regular meetings with the Client leadership to review the service and performance.
- Assessed Client feedback and service metrics to create and implement service improvement plans.
- Worked with and managed the Onsite Field Service Team by leveraging the Onsite Field Service Team Lead
- Kept abreast on latest market and industry trends and infuse best practices into delivery wherever required.

WORK EXPERIENCE

Service Delivery Manager - Digital Marketing and Ads Operation: Cognizant: Sep 2022 - Present

- Spearheading a team of ad operations professionals responsible for delivering exceptional service to key clients, ensuring timely delivery of campaigns, and meeting/exceeding KPIs, across multiple channels.
- Maintaining a strong relationship with customers or clients. Acting as the primary point of contact for addressing any concerns, issues, or inquiries.

- Responsible for maintaining and improving the quality of services delivered. Monitoring service levels, tracking key performance indicators (KPIs), and ensuring that services meet agreed-upon standards and SLAs (Service Level Agreements).
- Coordinating with various teams to plan and design services that meet customer requirements.
- Collaborating with sales, operations, and technical teams to ensure that services are feasible and can be delivered effectively.
- Overseeing the allocation of resources, including personnel, equipment, and technology, to ensure that services are delivered efficiently.
- Identifying and mitigating risks that could impact service delivery is another key responsibility.
- Establishing KPIs and evaluation processes, initiating many communication strategies by planning and carrying out the right message for ensuring effective brand communication
- Take ownership of the department and the different functions within it.
- Maintaining an orderly workflow according to the priorities.
- Coordinating and giving feedback to the concerned departments on business processes and any client complaints.
- Maintaining working relationships with all concerned departments.
- Spearheading the operations team and nurture an environment where they can excel through encouragement and empowerment
- Evaluating and improving process and service procedures, policies, and standards.
- Improving operational management systems, processes, and best practices.
- Conceptualizing and implementing integrated marketing strategies for developing and positioning the brand to achieve company's objective, assuring timely generation of annual marketing plan in accordance with the business plan
- Utilizing integrated marketing tools, planning, executing and managing various creative and innovative marketing solutions through new campaign rollout programs across circle
- Contributing to significant revenue growth and market share gains by identifying and capitalizing new business opportunities by maintaining seamless coordination with cross-functional teams.
- Making vital efforts in ascertaining appropriate and economical utilization of funds with the accountability of forecasting, managing and tracking budgets spending for the project.
- Driving significant efforts in reducing the cost based on the cost analysis.

Multiple Roles: Accenture: Feb 2015 - Aug 2022

Growth Path:

Service Delivery Lead - Ads Operation and Digital Marketing: Jan 2018 - Aug 2022

Digital Marketing Specialist: Feb 2015 - Dec 2017

As Service Delivery Lead - Ads Operation and Digital Marketing

- Conducted performance evaluations by spearheading a team of 6 Direct reports and supervise 100+ non-direct reports.
- Implemented full campaign lifecycle, from setup to optimization, encompassing trafficking, troubleshooting, and budgeting.
- Coordinated with internal stakeholders for impactful and engaging campaigns.
- Identified opportunities for process standardization and automation across global workflows.

As Digital Marketing Specialist

- Improved overall performance by planning and implementing strategies for SEO, Paid Search campaigns in coordination with in-house Accenture teams.
- Enhanced productivity by managing the accountability for post-campaign analysis and reporting to the brand using Google Analytics and other relevant data achieved through respective teams.
- Ensured that SEO best practices are appropriately implemented on the site by maintaining seamless coordination with the technical team.
- Improved organic traffic by recommending changes on website structure, content, linking and other factors.
- Communicated with marketing/Stakeholder team weekly /monthly on SEO/SEM Performance.

Digital Marketing Manager: Kaizen Global Services: Jan 2013 - Jan 2015

- Developed strategies to drive online traffic to the company website.
- Made effective use of a range of techniques including paid search, SEO and PPC.
- Managed online brand and product campaigns to raise brand awareness.

PAST EXPERIENCE

SEO/SEM Expert: General Data P. Limited: Mar 2012 - Dec 2012

SEM Specialist: WebVisible: Oct 2011 - Feb 2012

Online Marketing Expert: Edigitalnext: Oct 2009 - Sep 2011

SEM Specialist: WEB futuristic: Jan 2008 - Sep 2009

Executive to Assist Marketing Manager: Amit Pvt Ltd: Jun 2003 - Dec 2007

EDUCATION

Master of Business Administration in Marketing from Madurai Kamaraj University in 2003

Bachelor of Business Administration from Madurai Kamaraj University in 2000

PROFESSIONAL DEVELOPMENT

- Certified ScrumMaster® (CSM®) ID - 1821565, Sep 2023 • Google Project Management certificate, Jun 2022
- Lean Six Sigma Black Belt Certification, Dec 2022 • Search Ad 360, Google Analytics 360/DV 360, Sep 2020
- Programmatic Certified Issued by MediaMath, Apr 2019 • Google Ads Certifications, 2019

• CIM: Digital Marketing Essentials Award, 2014 • SEM/PPC Certifications from IAMAI, 2010

PERSONAL DETAILS

Nationality: Indian

Date of Birth: 15th July 1977

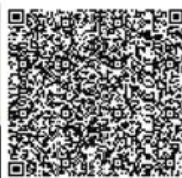
Languages: Hindi (native) and English (expert)

Marital Status: Married

Visa Status: Visit Visa

REFERENCE

Mr. Anup Bhatia, HR Consultant, Arabian Job Seeker



ANUP P BHATIA
HR CONSULTANT

Arabian Job Seeker

Helping you to search best jobs & talent since 2002

WhatsApp
+971504753686

feedback@arabianjobseeker.com



WhatsApp

+919979971283

feedback@gulfjobseeker.com

UAE: Off No 568 Abdullah Kambir Business Center Abu Baker Siddique Metro Station Dubai

INDIA: Office No 203, Balaji Heights, Chimanlal Girdhardas Road, Ahmedabad, Gujarat

Human Resource Management, Market Research & IT Consultant
Portal Services | Public Networking | Website Design | Digital Marketing

Manpower Recruitment (Professionals + Labors) | Remote Workers | Job Advertisement
Job Search Assistance | CV Writing - Distribution | Visa Service | Certificate Attestation

Manpower Sourcing - Recruitment Services



India



Pakistan



Nepal



Sri Lanka



Bangladesh



Philippine



Ethiopia



Egypt



Indonesia



Mexico

Providing Professional Services to Employers since year 2002
Authorised Foreign Representative of Licensed Manpower Agencies

Issue Demand Letter > Chamber of Commerce + Embassy Attestation >
Interview Candidates Online > Issue Visa + Ticket to Selected > Manpower Deployed