

**Amit Sinha**

**987-342-5353**

[amit987342@gmail.com](mailto:amit987342@gmail.com)

<https://www.linkedin.com/in/amitsinha19/>

**Objective:**

Dynamic & results-driven professional with over 17 years of experience in client servicing (Digital agency/ Client side), customer Success, revenue growth, entrepreneurship, team management and leadership in client facing positions.

**Key Skills:**

- Client Relationship Managements
- Strategic Planning
- Project Management
- Digital Marketing
- Media Planning & Buying
- Problem-Solving
- Team Leadership
- Revenue Growth Strategies
- Entrepreneurial Experience

**Work Experience:**

**IPG Mediabrands**

**Director Client Engagement (March 2024- Till Date)**

**\*Being relocated to Pune\***

**Unyscape Infocom (Acquired by Intelegencia), NCR**

**Vice President – Digital:** [May 21-March 24]

- Collaborated with clients/ accounts to develop strategic performance marketing plans (organic and paid) and provided insights to drive business growth.
- Led and managed projects from inception to completion, ensuring efficiency and meeting deadlines, while being responsible for account growth, revenue and C-sat
- Fostered and maintained positive relationships with clients and stakeholders to ensure optimal client satisfaction.
- Utilized expertise in media planning, buying, and activation to enhance client campaigns.
- Consulted and serviced for SEO, paid media, marketing plans, analytics, content planning, Marcom and creative services.
- Onboarded new clients and contributed to revenue growth through strategic planning and execution, acting as agency lead.

**Omnicom Group (EG+), Delhi/Gurugram**

**Associate Vice President - Key Accounts:**

[Stint 2: May'18 - May'21]: AVP (Key Account-Client Services)

[Stint 1: Dec'10 - Sep'15] : Sr. Key Account Manager

- Led strategic initiatives and managed key accounts, driving revenue growth and client satisfaction.
- Conceptualized digital innovations and led social media channels & digital campaigns for clients' brands.

- Agency-lead for HP (ISE) Eastern Europe & Russia for supplies (Ink category) PNL worth 1.5 cr.
- Agency -lead that drove the SM content strategy and digital campaigns across 10 countries for Valvoline
- SEA (lead a team of 10+)
- Program Manager for HP:
  - Performed the quarterly demand generation activity for HP India's e-com platform
  - Managed the advertising budget of \$2.8 Million to generate \$8.9 Million revenue (~3X)
  - Guided 8-9 agencies for creating media briefs

### **Entrepreneurial Experience:**

#### **HiCinko LLC, Gurugram**

**Partner:** [Apr' 17-Apr' 18]

- Built and managed an online reservation booking business, generating significant monthly revenue.
- Managed marketing campaigns to drive customer acquisition and revenue growth.

#### **DSIM (Delhi School of Internet Marketing), Delhi/Bengaluru**

**Partner:** [Oct'15-Jun'16]

- Expanded franchise operations and contributed to business growth, later sold to Digital Vidya.

### **Previous experiences:**

- **Knowcross solutions- Delhi (Client Servicing) [Mar'7-Feb'10]:**
  - Implemented, managed priority accounts for CRM implantation & upsell. Leela, Hilton and Oberoi chain of hotels
- **IBM- Global Process Services, Gurgaon as Lead Trainer) [May'04- Feb'07]:**
  - Process training new hires on USA's leading airlines- reservation system

### **Education:**

- Executive Program for senior leadership (Pursuing), IIM-Vishakhapatnam
- MBA (Marketing) from Narsee Monjee (NMIMS), Mumbai
- BCA from Shobhit University
- PG Certificate in Enterprise Management, IIT Delhi

### **Certifications & Trainings:**

- Praxeum Leadership Program from Stillwater Consulting
- MDP Digital Marketing from IIM Lucknow (Noida)