



Raghav Mehra

SR. MANAGER - MEDIA PLANNING AND BUYING - INTERACTIVE AVENUES

A results-driven brand strategist with experience in media planning and buying, currently delivering successful campaigns for Amazon Prime Video with notable titles such as The Terminal List, Yashoda, Cricket, Citadel.

Expert Skills

campaign management content creation
brand management growth marketing
negotiations no code landing page building

Contact

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 ragsyme@gmail.com

Work Experience

SR. MANAGER - MEDIA PLANNING AND BUYING - INTERACTIVE AVENUES (MARCH 22-PRESENT)

- Part of award-winning campaigns for a brand title. Our campaign has won about 5 awards so far and counting.
- Negotiating deals for new innovations - increased the deliverable outlay by approx 10%.
- Developing data-driven strategies for brand campaigns, utilizing tools for initial research and target audience analysis.
- Planning and executing campaigns for brand titles, ensuring we achieve campaign KPIs within allocated budgets.
- Identifying and researching new innovations and platforms to enhance media buying and planning efforts
- Collaborating with cross-functional teams to ensure the effective delivery of campaigns
- Continuously monitoring and optimizing campaigns to achieve desired performance and goals through campaign analysis and measurement

Past Experience

TEAM LEAD: AD OPERATIONS - AFFINITY GLOBAL INC (2016- 2022)
CHIMP&Z INC - JR. MEDIA PLANNER AND BUYER (JUN 2016- SEP 2016)
SMERA RATINGS - RATING ANALYST (JUN 2015-SEP 2015)

My Digital Hangouts

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

 <https://twitter.com/ragsyme>

 <https://www.instagram.com/ragsyme/>

 <https://anchor.fm/ragsymemarkets>

 <https://anchor.fm/ragsyme>

Languages

English

Hindi

Interests

Reading books on finance, marketing and self help

Playing outdoor team sports like cricket and football

Content creation

Networking

Watching football matches

Knowledge

Facebook ads

Automation tools like zapier, integrately

Google ads

Google analytics

Google tag manager

Drip email automation tools like encharge and convertikit

Google optimise

Programmatic consoles like google ad manager, bright roll, appnexus, pubmatic, DV360

Education and Certifications

EDUCATION

WeSchool by Welingkar Institute of Management - Media and Advertising (2015-2017)

Mithibhai Motiram Kundani College of Commerce and Economics - Bachelors in Financial Markets (2012-2015)

Bhavans College - HSC Science Stream (2010-2012)

Bombay Cambridge School - SSC (2010 passout)

CERTIFICATIONS

Brand and Product Management - IIM Rohtak*

PixelTrack's Digital Marketing Internship Training Program - Jan 2021

Data science by 365careers on Udemy - May 2020

LinkedIn Masterclass by Vaibhav Sisinty - 2021

Growth Hacking Cohort by Growthschool - 2022

Google Adx by Google - 2017

Google Ads Display by Google - 2022

Sponsored ads foundations by Amazon - India - 2022

Google DV360 by Google - 2022

Performance Marketing Cohort by Growthschool - 2022

Affiliate Marketing Masterclass by Kulwant Nagi - Jul 2021

*Currently pursuing

Recent Project

BO&CO STORE

- Experience in creating no-code websites to increase brand visibility and user engagement
- Implemented automated workflows through the integration of software such as Klaviyo for email marketing and Razorpay for payment collection
- Developed a user acquisition strategy for paid channels to drive growth and increase brand visibility.
- URL to the project: <https://boandcostore.com>