

OBJECTIVE

With strong intention of challenging career growth, I am looking for an opportunity to learn and optimally utilize my skills for the organizational and self-development.

PROFILE SUMMARY

- Worked on different data tools like- Nielsen Ad Intel, Ad Dynamix, Google Adwords, Yahoo Gemini, DCM, DBM, Pathmatics, Twitter, Facebook, Comscore, Hitwise, CRM, Salesforce
- I have helped marketing science team to create a proposal on different analytics aspect with respect to Search and Social data and acquiring the client
- Set up Search and Social team from ground Zero
- Have exposure to connect with companies stakeholders and client on regular basis
- Onsite opportunity and exposure to deal with stakeholders at different level

Specialties:

- Online Advertising
- Custom Reporting
- Keyword Research
- Competitive Analysis
- KPI Analysis
- Bid and Budget Management
- Search Account Management
- Brand Performance Analysis
- Search Engine Optimization
- Landing Page Optimization
- Account Perf. Analysis
- Presentation & Training
- Market Research
- Relationship Building
- Social Media Analysis

PROFESSIONAL EXPERIENCE

Omnicom Media Group India Pvt. Ltd., Bangalore, August 2016- June 2018

Industry: Data Analytics/ Digital/ Offline advertising

Sr. Analyst- Marketing science group

Client- FMCG

- Managing Search Marketing Tools: Google Adwords, Yahoo Gemini and Microsoft Bing Ads
- Managing Display tools: DCM & DBM
- Managing Social tools: Twitter, Facebook and YouTube Ads
- Working closely on Competitive Performances and Competitor Analytics

Digital Competitive metrics through Pathmatics

Offline Competitive metrics through Nielsen Ad Intel and Ad Dynamix

- Creating Bench-marking reports for 28 brands of P&G as a client for quarterly analysis.
- Brand level analysis for several brands using Statistical Derivations.
- Annual Account Analysis for clients. Deriving projections, variances, and projecting through STAR and BCG matrix.
- Automations for various sources using AIP (Omnicom Media's internal tool)
- Managing Planned Media Sources for Media Buying: Prisma and Media Tools

YAHOO Software Development Pvt. Ltd., Bangalore, May 2011- Aug 2016

Industry: Internet Marketing/ Online Advertising

Sr. Ad Operations Specialist, North America Market

Functional Area: Sponsored and Paid Search, Retail, Entertainment & Adult Vertical

- Managing and supporting the execution of a web marketing strategy for the client, Supporting the stake holders / Account Management function
- Work closely with the onshore Sales team and creative team for meeting the client requirements
- Part of the core team of the Search account optimization project
- Performance tracking, and search engine optimization
- Responsible for the revenue maximization. Understanding client ROI / CPA / ROAS goals, objectives and data, media buying cycles, marketing philosophy, target demographics, etc.
- Played a key role in supporting the Account Management function, with participation in the operations optimizing advertising campaigns. And interacted with various Account Specialists and/or Account Managers
- Involved in launching, maintaining and optimizing advertising campaigns
- Work with the internal Creative team on keyword expands improved titles and descriptions, additional Match Types and enhanced bidding strategy
- Thorough knowledge and understanding of all internal systems to respond to general and specialized client requests including billing inquiries, click activity inquiries, relevancy issues
- Drive lead generation activities to build revenue pipeline through execution in cooperation with Program management team
- Worked in a fast paced team environment, quickly and accurately processing tasks received from US-based Account Specialists and Account Managers
- Aide in the creation of strategic recommendations and implementation of Search solutions for various clients
- Timely and accurate processing of tasks received from US based Account Specialists/Account Managers
- Build performance reports, using various Y! Proprietary tools; some analysis
- Training the team on day-to-day reporting, building internal and client engagement templates
- Market analysis, forecasting, and strategy building for verticals
- Creating, implementing, tracking, analyzing and optimizing Paid Search campaigns
- Strong understanding of all facets of search marketing and best practice campaign development and management and a willingness to continue to stay contemporary on trends within the industry
- Member of the QBR group which builds templates used across the NA-AM Org
- Ability to solve problems and identify opportunities through the use of analytics and critical thinking
- Preparing Quarterly, Monthly & Weekly reports for clients using Excel and PowerPoint
- Recommending new opportunities to the clients for more online ad spend
- Worked on Siebel platform (CRM) and sales force platform to manage advertiser's accounts

- Handled project with account manager for Rich ads, Sitelink, stream ads, Product ads, Remarketing and Gemini Ads
- Worked with top premium Entertainment and Retail clients of North America

Purple Clip Films, Bangalore, Feb 2010- Feb 2011

Industry: Sales & Marketing/ Advertising

Business Development Executive

- Business Development activities with new and existing clients gain business and build relationship and drive the business forward
- To provide driven business solutions in TOTAL PARTNERSHIP with clients and always performing and delivering beyond expectations
- Understanding client's requirement and detailing to production team
- Handling queries from customer through Telephone & Email

TECHNICAL EXPERIENCE

- Search Engine Marketing, PPC Management, Analytics, Keyword Research, SME for Stats Lite and Bulk Ad Manager (Yahoo internal tool)
- Applications - MS Office(Outlook, Excel, Word and PowerPoint)
- Analytics – ComScore, HITWISE .Business Objects, eMarketer
- Pay Per Click - Yahoo Search Marketing, MSFT adCenter
- Experienced in Siebel platform (CRM) and sales force platform
- **Google Ad words** (Search) Certified

EXTRA CURRICULAR ACTIVITES

- Member of Fun committee at Annalect
- Actively participated and coordinated with other teams at Yahoo for various activities like Tree Plantation, Teaching Computers to government school children and Rice Bucket challenge for Yahoo's for Good event.
- I was selected for **US exchange** program in Q1 2016 to represent my team to many US onshore teams in Yahoo.

EDUCATION

- MBA, Specialization in Marketing & HR , IBMR Bangalore, 2009

PERSONAL DETAIL

- Name Ritesh Chandel
- Date of Birth 8th April 1982
- E-mail riteshchandel100@gmail.com
- Contact number +91-9611400522
- Other interests Listening Music, Riding Bike, Reading, Cricket and Table Tennis
- Languages English, Hindi
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