




Sayanti Dutta

 <https://www.linkedin.com/in/sayanti-dutta-621b03185/>

 09038673337

 sayanti.dutta.np@gmail.com

 Bangalore 560103

SKILLS

- **PPC Tool:**
- **PPC Campaign Optimization**, Reporting Analysis, Tracking and Tagging ads.
- **Analytics Tools:** Google Analytics, Microsoft Clarity, Adobe Omniture.
- **Online PPC Management Tool:** Google AdWords Editor, Bing Editor, Facebook Editor.
- **Industry Tools:** Salesforce, Power BI, Ticketing System, (SQL, Python- Beginner)

EDUCATION

(Ongoing)

IIM Vishakhapatnam

PGDM: Business

Analytics

North point Centre of Learning

Advertising, Media & Marketing Communications

Asian School of Media Studies

Bachelor of Science: Mass

Communication & Advertising

CERTIFICATIONS

- Google AdWords (Search, Display, Video, Shopping, Apps)
- Microsoft Bing Ads (Search, Shopping & Display)

SUMMARY

Total 7.6 years of experience in account management, brand management, performance marketing, digital marketing, Programmatic Marketing, customer relations with a strong web analytics experience, Google ads, Meta Ads.

EXPERIENCE

12/2019 - Current

Inmobi Technology Services Private Limited | Bangalore, Karnataka

Lead Account Strategist for Performance Marketing

- Developed and executed strategic initiatives for different advertising channels in the EMEA & SEA Market, contributing to overall growth goals.
- Implemented advanced KPI monitoring systems for detailed performance analysis, ensuring continuous campaign improvement.
- Integrated market research findings to refine advertising strategies and stay competitive in the EMEA & SEA Market.
- Collaborated with cross-functional teams to optimize user funnels and align growth initiatives with company objectives.
- Designed and executed successful test campaigns, showcasing a track record of campaign optimization.
- Implemented initiatives to boost user engagement, maximizing lifetime value and customer satisfaction.
- Stayed ahead of industry trends by identifying and adopting new advertising tools and technologies.
- Mentored and developed a high-performing Digital Marketing team, fostering a culture of continuous improvement.
- Collaborated with external partners and agencies to enhance growth initiatives and achieve business objectives.
- Working as a SME for Retail vertical .
- Conducted webinars to educate new clients about the benefits of Search, Shopping, and Display Ads, showcasing expertise and thought leadership.

Achievement

Got Promoted to Lead Account Strategist within 8 months.

- Meta Digital Marketing Associate
- Google Analytics.

ACCOMPLISHMENTS

- Got the real star award for continuously for three quarters (2020-2021) at Inmobi.
- James Bond Award for Q2 2022
- Super Star of Team award - Helped the entire team in different component.
- Best Performer of FY2018 Q2 in HCL.
- Got silver and bronze medal for top performer in Genpact
- Received gold medal in graduation for the academics.

08/2019 - 12/2019

ZIRCA Digital Solutions | Bangalore, India
Search Ad Account Manager

- Responsible for optimizing, reporting, analyzing and growing Book of Business of 150 + high spending, high potential accounts in retail, health & BFSI verticals.
- Setup, created, developed, and optimized search, display and shopping campaigns based on clients ROI & CPA goals.
- Developed and maintained client relationships through regular interactions over phone and email.
- Monitor and administer web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance with client goals.

07/2018 - 08/2019

HCL Technologies | Hyderabad, India
Account Manager- Google Ads

Client:

This job role required an extensive use of SQL along with Bings Ads knowledge to check the backend data.

- Supporting the account managers and end clients with the queries and concerns related to the Microsoft Advertising account and related tools.
- Achieved a user satisfaction rating of 4.9/5.0; consistently logged and monitored ticket status to ensure fast, quality resolution of every issue.

04/2016 - 07/2018

Genpact | Hyderabad
Client Google & Facebook

- Researched and identified potential AdWords clients.
- Optimized PPC Campaigns for small business accounts.
- Worked in the Facebook Ad Policy Team

02/2015 - 01/2016

Techshu Consultant Pvt. Ltd | Kolkata, West Bengal
Digital Marketing Executive

- Developing and maintaining excellent customer relations, acting as a single point of contact for existing customers both direct and via media agencies and agency trading desks.
- Ongoing Campaign Management for live campaigns - ensuring campaigns are meeting contractual obligations (CPA, CPC and CPM); reviewing campaign performance metrics mid-flight and making optimization recommendations to the customer in partnership with sales reps; Acting as first point of contact for any troubleshooting - resolving tier 1 issues and escalating tier 2 issues to the appropriate internal contact.
- Providing mid and post campaign customer service encompassing reporting, analysis and insights, recommendations for resell/up sell based on customer needs.
- Working with sales to identify opportunities with existing and potential clients.

