

LOREM IPSUM

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Head – Business Operations & Delivery

Building business, leading internet / digital marketing, working in multi-cultural environment and delivering sustained profitability and growth in dynamic conditions in digital enabled services

PROFESSIONAL PREFACE

Visionary, Strategy, Execution & Leadership

Internet Marketing / Display Advertising

Search Engine / Social Media Marketing

Mobile Marketing [Bluetooth Advertising,
WAP, SMS and Short Code Implementation]

Media Planning

Product Development

Project Deployment

Performance Improvement

Key Account Management

Service Delivery Operations

Turnaround Management

People Management Skills

Seasoned professional with **around 15 years** of extensive cross-functional experience in managing digital marketing operations. Adroit in driving the profitability of the business by providing the right product to the customers and then treating them in appropriate ways to maximize longevity of relationship.

Gained sound expertise in the domain of Digital Advertising, Media Planning & Buying and Technology Integration. An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.

A strategic planner with proficiency in streamlining media planning processes, defining continuous improvement processes, accelerating employees' strengths and building powerful teams that can conquer any obstacles.

Expertise in mapping business requirements, developing and implementing processes in line with the pre-set guidelines. Deftness in setting out standards for providing various business intelligence solutions & user experience based solutions; implementing quality systems & procedures to facilitate a high-quality customer experience.

Adeptness in providing guidance and leadership to staff in accordance with specified program objectives. Exceptional communication, presentations & mentoring skills with distinguished abilities in leading teams for developing business plans, procedures and service standards for business excellence.

CAREER HIGHLIGHTS

DGM India Internet Marketing Pvt. Ltd., New Delhi

- Actively involved in resurrecting DGM-India's Search Engine Marketing Team.
- Distinguished for devising Source model for DGM APAC, Low Cost Base Backend Team and Smart-clicks over DGM PRO Technology.
- Steered efforts for making the top 3 portals in India to work with DGM on an effective CPA (cost per action).

Buongiorno (Hong Kong) Ltd., India Branch Office

- Actively involved in initiating marketing services for Buongiorno in India and gaining first quarter operations worth over 200,000 USD.

Connecturf India Pvt. Ltd., Mumbai

- Accredited for developing various online / internet campaigns for Maruti Swift, Jaypee Greens, www.deal4loans.com, Religare [Financial] and Honda Motorcycles.

Brainvisa Technologies Ltd., Pune

- Accredited for establishing first Business Unit for Brainvisa outside Pune, in NOIDA, U.P. and developing it as a profit centre.