

Rajat Kumar Pal

A professional with over 4 years of experience in deliver the Performance Oriented Campaigns (CPM, CPC, CPV, CPI, CPR, CPL, CPS, CPA/CPE). Broad experience in incent/Non-incent marketing, building Mobile/Email KPI strategies, Ad-Operations & delivery, campaign management, Emailers planning, Retargeting users, User behavior, Attribution tools & integrations, Traffic acquisition strategies: Organic & Paid, Margin analysis, scaling up business processes, delivering business excellence, Ecommerce marketplace, vendor management, Team Handling and more.

PROFESSIONAL EXPERIENCE

SVG Media Pvt Ltd (Dentsu Aegis Network Company)

Oct'2018 till date

Assistant Manager- Media Buying & Planning

Key Responsibilities:

- Responsible for handling worldwide affiliates and Ad networks and dealing with their requirements and queries.
- Strategies business Operations and Delivery of Direct and Global offers like CPI, CPR, CPL, CPS, CPA/CPE.
- Account- **Advertiser and Publisher** Management.
- Manage and conduct all implementation aspects for mobile marketing campaigns including client and campaign setup, inventory management and campaign optimization.
- Liaise closely with clients throughout campaigns, on an every-day basis and manage administrative, campaign work while ensuring that all campaigns are delivered on time and on budget.
- Buying media and negotiate with ad networks (affiliate marketing)
- Online Customer acquisition.
- Revenue & Margin Management.
- Business Development.
- Responsible for resolving discrepancies, monthly reconciliations, billing and timely payments.
- Coordination with different department (Sales, legal, Operational, Tech, Finance) to ensure smooth execution of every campaign from start to end.
- Daily campaign analysis report, maintaining track of inventory, Campaign monitoring and deliveries on a daily basis.

Digi Smart Media Pvt Ltd (Times Internet Company)

Oct' 2015 to Sep'2018

Assistant Manager- Planning & Strategies

Key Responsibilities:

- Strategies business Operations and Delivery of all branding & performance marketing campaigns like CPM, CPC, CPV, CPI, CPR, CPL, CPS, CPA/CPE on Emailer, Web and Mobile.
- Daily campaign analysis report, maintaining track of inventory deliveries on a daily basis.
- Planning of e-mailers, SMS and Banner - In House Email Marketing Planning.
- Mobile Advertising - Campaign Management & End to End Operations of CPI and CPR campaigns.
- To track performance of campaigns on different attribution tools like Appsflyer, Apsalar, TUNE, Kochava, Google Analytics, Branch, Firebase, Hasoffers, Cake & fuse w.r.t advertiser and publisher side as well.
- Responsible for making Top Line Revenue by delivering Direct & Affiliate Campaigns along with maintaining Decent Bottom Line Revenue.

- Coordination with the technical operations teams for required integrations between advertisers/clients and to check or resolve the fraudulent activities or acquisition.
- Revenue Maximization by delivering the demand and Margin Optimization by optimum payout or cost.
- Maintain ROI on emailer and mobile app.
- Mining and analyzing data to target right audience on the basis of usage and retention.
- Analyze different KPIs of Application in terms of Installs, Registrations, MAU's, DAU's and prepare proper dashboards for better understanding of data through Excel, Tableau and Google Analytics.
- Analyze different email strategies (in terms of Campaigns and User Data) in order to improve performance of mailers.
- Analyze consumer segmentation and profiling based on user needs and online behavior for various clients.
- Interact with sales team to exchange information about the campaign details, KPIs and provide regular updates on account performance and any concern areas.
- Coordinate with Ad networks to deliver campaigns properly for meeting performance KPI's.
- Co-ordinate with sales team on projections, campaign strategies as well as setting client expectations.
- Product review on weekly basis with Product team by analyzing User Behavioral pattern and market needs.
- Design, interpret ate and Maintain ongoing metrics, reports and raw data to drive key business decisions and communicate key concepts.
- Team handling.

V2 Retail Pvt Ltd

Dec'2014 to June'2015

E-Commerce Management Trainee

Key Responsibilities:

- Handling Market Place as a merchant on Ebay, Shopclues and Snapdeal.
- Order Management.
- Handling customer care.
- Promotional marketing offers.
- Vendor acquisition.
- R&D
- Inventory Management (Ecommerce stock).
- Worked on a project with Nagarro company on creating the ecommerce portal of V2.
- Payment disbursement/clearance.

EDUCATION

MBA (Operations Management & Marketing) 2014 **ITM University, Gwalior**

B.Tech (IT) 2012 **Punjab Technical University, Jalandhar**

TECHNICAL SKILLS

- Microsoft Excel (Data Preparation, Data interpret ate, Data Visualization)
- Google Analytics (Measure different events, KPIs and User Behavior)
- Tableau (Data Visualization)

DECLARATION

I hereby declare that the above information is true to the best of my knowledge.

Rajat Kumar Pal