

DHEERAJ KATARIA

Campaign Manager

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PROFESSIONAL SUMMARY

Results-driven Campaign Manager with over 7 years of experience in digital marketing, focusing on e-commerce and brand awareness campaigns. Proficient in executing multi-channel strategies using DV360, CM360, and Salesforce. Proven expertise in optimizing ROI, improving operational workflows, and leading cross-functional teams to deliver measurable performance outcomes.

PROFESSIONAL EXPERIENCE

Campaign Management Associate

Accenture Pvt Ltd – Mumbai, India | Feb 2019 – Present

- Led end-to-end campaign setup, trafficking, and optimization using Google Ad Manager and CM360.
- Collaborated with a team of 5+ associates to ensure consistent execution and workflow alignment.
- Created and managed sales orders using Salesforce and JIRA to ensure accurate campaign targeting.
- Generated detailed campaign performance reports via CM360, Google Ad Manager, and Tableau.
- Developed internal dashboards and templates for effective client-facing reports.
- Managed ad settings, validated creatives, and ensured cross-platform compatibility.
- Conducted quality assurance checks and campaign audits for accuracy and compliance.
- Trained and onboarded new team members, standardizing operational processes.
- Acted as a client liaison, addressing inquiries and delivering campaign insights.
- Identified workflow inefficiencies and implemented streamlined reporting systems.

Content Moderator – Trust & Safety

Pyramid IT Consulting Pvt Ltd – Mumbai, India | June 2017 – Feb 2019

- Reviewed and categorized large volumes of e-commerce content for policy compliance.
- Ensured accuracy and quality across product listings to enhance user experience.
- Prepared weekly performance and productivity reports for management review.
- Assisted in ad-hoc tasks supporting overall team productivity goals.

EDUCATION

M.Sc. Information Technology | Mumbai University | 2017 – 2019

B.Sc. Computer Science | Mumbai University | 2014 – 2017

SKILLS

Tools & Platforms: Google Ad Manager, CM360, DV360, Salesforce, Tableau, SQL, Microsoft Office, JIRA, Slack, Canva

Marketing & Execution: Digital Strategy, Campaign Management, Programmatic Advertising, Media Planning, Performance Analysis, Ad Operations

Core Strengths: Client Collaboration, Team Leadership, QA & Troubleshooting, Communication, Time Management, Strategic Thinking, Analytical Skills, Decision-Making

AWARDS

- Best Employee of the Year
- Star of Business Award
- R&R Award