

PRATIKSHA INDROLLU

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Professional Summary

Results-focused Campaign Management Specialist and Lead successful at transforming underdog campaigns into winning enterprises. High-performing problem solver and decision maker. 10 year record in field. Campaign professional skilled in strategic planning, marketing, and project management. Proven track record in driving successful initiatives and fostering team collaboration to achieve high-impact results. Strong adaptability, effective communication, and leadership abilities ensure seamless coordination with stakeholders and responsiveness to evolving campaign needs. Proficiency in data analysis, digital marketing, and budget management.

Skills

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| • Research & Analysis | • Content Writing |
| • Campaign Management | • Team Handling |
| • Ad Trafficking | • Digital Marketing |
| • Media planning | • Six sigma methodology |
| • Salesforce | • Organisational development strategies |
| • Display and Video 360 | • Project management tools |
| • Google Ads Manager | • Quality control analysis |
| • Creative Manager | • Risk assessment tools |
| • JIRA | • Ethical judgement |
| • Microsoft office | |

Work History

Digital Marketing Advisory Analyst / POD Lead ACCENTURE	05/2022 to 12/2024
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- Streamlined internal processes to increase efficiency in campaign management tasks such as scheduling, budgeting, and reporting.
- Managed Direct and Programmatic campaigns on Google ad Manager, uploading assets on Creative Manager and assuring success of landing page of campaign.
- Changing or replacing targeting or re-targeting as per campaign requirement during mid-campaign
- Co-ordination with account managers for better campaign performance.
- Efficient clientele communication for meeting SLA's also ensuring error free delivery within timeframe too.
- Streamlined internal processes for more efficient campaign management and execution.

- Implementation of impressions and click tags for Video ad performance.
- Developed expertise in various digital advertising platforms, allowing for diverse campaign management and optimization.
- Supported ongoing improvements in campaign management systems by providing valuable feedback on new features or enhancements needed from a trafficker's perspective.
- Leveraged programmatic advertising tools for more efficient campaign management and optimization.
- Implemented marketing automation tools for efficient campaign management and improved ROI.
- Provided actionable data-driven recommendations to senior management based on thorough analysis of campaign performance metrics.
- Performed tasks of paid advertising campaigns on various platforms, driving increased ROI for ad spend.
- Contributed to project success, meeting tight deadlines through efficient time management and prioritization of tasks.
- Meticulously worked on budget management, Generating Media plan for spotify campaigns, delivering maximum ROI on campaigns.
- Managing team also extracting and structuring report of their work done on regular basis for monthly performance review sessions.
- Managing tools like Sales Force, Google ad manager, Xander, Magnite and also some clients's internal Digital marketing tools.
- Maintained learning caseloads across multiple training projects
- Mentored learners to build subject confidence and competence.
- Closely monitored team performance by conducting observations and tracking key metrics, identifying and managing underachievers appropriately.
- Inspired team to achieve or exceed goals through regular motivation, implementing loyalty incentives and facilitating team-building.
- Trained analysts to perform campaign management tasks.

Editorial Research Specialist

12/2017 to 04/2022

GRACENOTE, A NIELSEN COMPANY

- Efficiently managed new movie data creation in TMS
- Metadata research for pre, post & in production movies, scheduling showtimes of Australia
- Content audits for ratings framework of MPAA (Motion picture Association).
- Collaborated with cross-functional teams
- Applied ethical guidelines and standards in conducting research, maintaining integrity and professionalism in all activities.
- Participated in national and international conferences, presenting research findings and networking with peers in the field.
- Tailored communication strategies to report complex research findings to non-specialist audiences, increasing engagement and understanding.
- Managed multiple research projects simultaneously, adhering to strict timelines and budget

constraints, showcasing strong organisational skills.

- Utilised advanced statistical software to process and analyse data, ensuring accuracy and reliability of research results.
- Developed and maintained a comprehensive database of research resources, improving accessibility and efficiency for future projects.
- Engaged with industry experts and academic professionals to gather insights, enriching research quality and relevance.
- Negotiated access to restricted data sources, broadening the scope and depth of research capabilities.
- Evaluated research methodologies post-project, recommending improvements for future initiatives based on lessons learned.
- Assessed team performance through regular appraisals, providing constructive feedback and development opportunities.
- Led staff meetings to delegate tasks, assign workloads and communicate changing priorities.
- Initiated and managed weekly meetings to discuss progress, address challenges, and strategise future actions.
- Conducted comprehensive training sessions for new team members, fostering skill development and swift integration.
- Lead a team of 15+ members, driving project completion within strict deadlines and quality standards.

Content Research Analyst

07/2015 to 12/2017

V2 TECH VENTURES

- Strategically created movies manifestation in entertainment database for broadcasting & producing studios
- Clients-Disney, Paramount, WB, Lionsgate
- Manoeuvred and trained 25 team members all together to meet client data delivery deadlines.

Web Research Analyst

05/2015 to 07/2015

GBR ANALYTICS

- Evaluation and interpretation of company's financial statements for company profiling
- Scrutinized work of research analysts as per rating parameters for standardized results.

Web Research Analyst

10/2013 to 07/2014

3 BUSINESS SOLUTIONS PVT

- Primary research to acquire data of stakeholders form fortune companies
- Created and researched business magazine content for the reputed media publishing houses.

Data Analyst

04/2012 to 07/2013

Reliable business solutions and services

- Evaluation and interpretation of company's financial statements for company profiling
- Scrutinized work of research analysts as per rating parameters for standardized results.

Education

Bachelor's of Commerce: Accounting and Finance	2015
Mumbai University - Mumbai	
HSC: Commerce	2012
Mumbai University - Mumbai	
SSC	2010
Maharashtra board - Mumbai	

Certifications

- Display and Video 360 certification
- Conversion optimisation certification
- Campaign manager 360 certification
- Search Ads 360 certification

Languages

English:	Hindi :
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Bilingual or Proficient (C2)	Bilingual or Proficient (C2)
Marathi:	
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Bilingual or Proficient (C2)	