

Yash Gautam

Marketing & Operations Manager



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Brand & Performance marketing professional with **10 years of experience** in Cross-channel management leveraging data to develop and execute Marketing strategies and Operations. **Managing Fortune 500 clients for the UK market with a media budget of more than £1 million per month for both paid search & social channels.**

Successfully **retained all the accounts** managed by myself (and my span) over the past three years and **increased the count from 7 to 20+**. Improved the **CSAT (from Neutral to Positive)**, and **NPS (from 4 to 4.15)** for the project I'm leading.

Successfully **grown a team of 2 to 15 within two years**, presently **leading and mentoring a team of 15+ members** to achieve excellence at both technical and operations levels, also ensuring a high-level client engagement. **No attrition in my span within the last three years.**

WORK EXPERIENCE

Annalect India (Omnicom Media Group), Gurugram, IN

July 2019 — Present

Associate Manager - Media Services

- Leading a team of 15+ members to manage the UK-based Fortune 500 accounts across multiple industries such as **Finance, Retail, Food & Beverages, Travel, Automobiles, Energy**, etc. Ensured **100% timely delivery and quality** through effective resource planning and extensive QA check process.
- Ensured **100% on time delivery** of the Media Activation, Planning, and Reporting by implementing **pro-active utilisation calculations (predictions, and trends)**. Successfully managed to reach the target of 130+ hours per FTE through my **extensive data analysis, strategies and management**.
- Implemented 2-stage manual **Quality Assurance** process to eliminate the errors of the process and have **not received any make-goods in the last three years**.
- Ensured **0% attrition within the team** I am leading by diversifying the work, timely rotation of accounts and the workforce, enforcing a job-relevant learning plans, and responding to all queries with-in 3 days
- Invested time and energy in **automating most of the process and automated 90% monotonous manual tasks** which **freed-up team's availability by more than 40%** to support more complex work.
- Ensured the **client's delight and success** through timely communication and review reports, proper feedback, and paying close attention to the stressed accounts which led to **0 escalation in the last three years**.
- Supported **business development with the extremely detailed project reports** (made on PowerBI and Looked Studio) which not only improved the CSAT and NPS scores but also increased the headcounts in the team to 15+ (**8 were new and direct billings to the Organisation**) and onboarded 10+ more accounts in the last three years.
- Managing a budget of **more than 1 million pounds on paid search campaigns for a quarter and around 500 thousand pounds per quarter for paid social campaigns** across multiple accounts & verticals for both **Performance Marketing** and **Brand Marketing**
- End-to-end campaign management** for both Search & Social including **media planning, campaign activation, campaign optimisation**, and regular reporting
- Proficient in **Analytics and Measurement** through multiple tools such as **Looker Studio**, Bright Analytics, **PowerBI**, Google Analytics, PowerPoint, and Excel reporting
- Creative **Data Analysis and Visualisation** to provide **insights and recommendations** to clients to make meaningful decisions
- Experience in **managing and scaling-up highly critical and regularised accounts** in Energy, Finance, Healthcare, and Social Services.

Associate Manager
April 2025

Specialist
April 2022

Sr. Analyst
April 2021

Analyst
July 2019

Associate – Digital Marketing

- Handled **end-to-end performance marketing strategies** for clients based in India, the USA, and Canada
- Worked across multiple industries such as E-commerce, **Finance**, Retail, Fashion, Entertainment, Food & Beverages, Technology, etc.
- Developed **multi-channel campaign strategies** to improve overall account performance and increased **ROI from 4x to 7x for an Indian startup operating in FMCG sector**
- Worked on **full-funnel campaign strategies** for E-commerce, Retail brands to improve ROAS and scaled-up campaign **to achieved revenue at Rs. 21 lakh per month from less than Rs. 10 lakh with-in a year**
- Optimised search and social campaigns through various strategies including keyword research, bidding strategies (Bid Management), audience mapping, **improved brand communication**, and remarketing which helped to lower overall blended cost per acquisition (CPA) and improved conversion rate (CVR)
- **Managed accounts and projects directly**, led a team of 5+ members for tech and marketing operations

Insight Infosole, Delhi, IN**August 2015 — March 2018****Executive – Digital Marketing**

- Executed paid search & social campaigns for clients based in the USA, UK, and India
- Worked across multiple industries such as Fitness, **Finance**, Travel, Gaming, Technology, and Communications
- Monitored campaigns to ensure the delivery of Ads, and **restructured complex campaigns** into the much simpler structure

EDUCATION

IGNOU**2019 - 2021**

Master of Administration (MBA) — Marketing

PDM College of Engineering**2011 - 2015**

Bachelor of Technology (B.Tech) — Computer Sc. & Engineering

SKILLS

Professional Sills: Paid Search, Paid Social, Performance Marketing, Brand Marketing, Data Analysis, Data Visualisation, Data Storytelling, Account Management, Client Servicing, Project Management, Campaign Management, Client Engagement, Programmatic Advertising

Soft Skills: Decision Making, Problem Solving, Critical Thinking, Clear & Concise Communication, Leadership, Team Management, Time Management

CERTIFICATIONS

- [Meta Blueprint Media Planning Professional](#)
- [Meta Blueprint Media Buying Professional](#)
- [Google Ads Search Certification](#)
- [Google Search Ads 360 Certification](#)
- [LinkedIn Marketing Strategy](#)
- [Pinterest Certified Media Buyer](#)
- [Snapchat Ads Manager Campaign Activation](#)
[and many more](#)

RECOGNITIONS @ WORKPLACE

Agency Excellence Award

OMD UK, Q4 2024 & Q1 2025

Intellectual Excellence Award

Annalect, August 2022

Quarterly Performance Award

Annalect, Q4 2021

HOBBIES & INTERESTS

Reading

Writing

TV & Movies