

Yash Gautam

Digital Marketing Professional



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Performance marketing specialist with nearly **9 years of experience** in Cross-cultural management leveraging data to guide marketing decisions and boost campaign performance. **Managing Fortune 500 clients with a media budget of more than £500K per month for both paid search & social channels.**

Managing accounts of various sizes and industries, working closely with clients to understand their business needs and objectives.

Successfully **leading and mentoring a team of 15+ members** to achieve excellence at both technical and operations levels, also ensuring a high-level client engagement

WORK EXPERIENCE

Omnicom Media Group, Gurugram, IN
Specialist - Search & Social

July 2019 — Present

- Managing UK-based Fortune 500 accounts across multiple industries such as **Finance, Retail, Food & Beverages, Travel, Automobiles, Energy**, etc. Being a SPOC, **maintaining 100% timeliness and quality with the limited resources**
- Supporting one of the **biggest MNC banks in the UK** for Paid Search and Social Media marketing, significantly improving their brand and campaign performance. In charge of preparing quarterly Search strategies for **Personal Banking, Credit Cards, Corporate Banking, etc. for around 1m pounds**
- Strategizing and executing **campaigns across both paid search & social channels**. Hands-on experience with tools like **Google Ads, SA360 Ads, Facebook Ads, LinkedIn Ads, Twitter Ads**, etc.
- **Optimising campaigns** through A/B testing strategies to improve the campaign performance across both Search & Social channels. Optimised media budget by **A/B test** across pure brand and generic keywords; as a result, **reduced spending on pure brand keywords by -80%**, and **conversion rate increased by +55%**
- 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**
- Managing an extremely complex and regulated Energy account targeting England & Scotland
- **Mentoring & leading the team** to achieve quality by ensuring proper QA checks and process documents are in place. Reduced the errors in the process by more than 90% by enabling 2-step QA, checklists and, SOPs.
- Single-handedly planned and executed **50+ YouTube campaigns** over the span of the 2 years to **drive brand and consideration metrics** for the clients; **aligned audience research as per the brand communication**
- End-to-end campaign management including **budget planning, audience & keyword research, campaign execution, campaign optimization**, and reporting
- Proficient in **Analytics and Measurement** through multiple tools such as **Looker Studio**, Bright Analytics, **PowerBI**, Google Analytics, PowerPoint, and Excel reporting
- Prepared extensive project and team utilisation review through PowerBI and Looker Studio to present a **SWOT analysis of the team; it led to onboard 4 more accounts and 3 additional headcounts**
- Creative **Data Analysis and Visualisation** to provide **insights and recommendations** to clients to make meaningful decisions

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 achieve maximum ROI
- Worked on **full-funnel campaign strategies** for E-commerce and Retail brands to improve ROAS
- 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

Technical Skills: Paid Search, Paid Social, Performance 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, Communication, Leadership, Team Management, Time Management, Adaptability, Work Ethics

CERTIFICATIONS

- [Meta Blueprint Media Planning Professional](#)
- [Meta Blueprint Media Buying Professional](#)
- [Google Ads Search Certification](#)
- [Google Search Ads 360 Certification](#)
- [LinkedIn Marketing Strategy](#)
- [Twitter Performance Fundamentals](#)
- [and many more](#)

RECOGNITIONS @ WORKPLACE

Intellectual Excellence Award

Annalect, August 2022

Quarterly Performance Award

Annalect, Q4 2021