

**Sandhyashree PM**

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### **Profile Summary**

- Solutions focused, meticulous and result-oriented professional with 2.8 years of extensive industry experience.
- Currently associated with iSOCRATES LLC as Analyst- Ad operations, SEM (Search engine Marketing) and involved in activities related to Digital Marketing, Content Review, Campaign Setup, Campaign Management, Campaign Optimization and Reporting.

### **Technical Expertise**

- Expertise in digital marketing tools like DV360, GoogleAds, CitrusAd (Okta-DSP), DOMO, Placement.IO, Jira and MS Office.
- Documentation of the owned process/tactics.
- Reporting of the campaign performance via Excel reporting.

### **Organizational Experience**



**iSOCRATES LLC as Analyst- Ad operations, SEM (Search engine Marketing) from April 2022 - Present.**

### **Roles and Responsibilities:**

- \* Day-to-day task involves working in GoogleAds, CitrusAd(Okta-DSP),DOMO(reporting system), Placement IO (Ticketing System) and Jira ticketing system for QA.
- \* Setup, traffic and optimize online ad campaigns in the above-mentioned tools.
- \* Reviewing and validating campaign workflow for given campaign.
- \* Download reports and analyze the campaign performance.
- \* Optimize the campaigns which are performing low in terms of KPIs.
- \* Following multiple methods of optimization which includes bidding adjustment, budget reallocation, creative swap, keywords suggestion and other techniques.
- \* Performing Quality Check for the campaigns worked by subordinates to ensure the task is completed with quality and within the TAT.
- \* Prepare and maintain Process Specification Document.
- \* Communicating with internal and external stakeholders regularly with regards to any ambiguity concerning the day-to-day task.
- \* Coordinating with stakeholders to ensure timely launch of the campaign.
- \* Reporting and handling of client data on weekly and monthly basis.
- \* Preparing daily workloads for staff and co-ordinating the daily allocation of work.
- \* Training and mentoring junior resource.



**Theorem (India) Pvt. Ltd. Mysore as Client Service Analyst from Dec 2020- April 2022.**

### **Roles and Responsibilities:**

- \* Reviewing Mobile Ads on Android and IOS devices to make sure they run smoothly on both platforms before they are implemented in real time.
- \* Assigning accurate and appropriate IAB categories to each of the Ads, to properly categorize their industry and segment.
- \* Performing Quality Check for the campaigns worked by subordinates to ensure the task is completed with quality and within the TAT.
- \* Helped in implementing the QA process which would cover the entire deliverable
- \* Worked for an Ad-ops team to setup campaign in Dv360
- \* Played an active role during client call for new updates, process change and improvements.

### **Extracurricular Activities/Achievements**

- \* Recognized as RISING STAR of the quarter at ISOCRATES
- \* Received on the spot award for maintaining error free work at ISOCRATES

### **Academic Details**

- \* MBA (Master of Business Administration) from Pooja Bhagavath Memorial Mahajana PG Center, Mysore.

### **Personal details**

Date Of Birth : 14/06/1996  
Contact Address : D/O late Mahadeva PA  
#2798, srinivasa nilaya, 20th cross Kaveri circle, Hebbal second stage, Mysore  
570017  
Languages : Kannada and English  
Interests : Drowning, Gardening and Travelling

### **Declaration**

I hereby declare that all the particulars given above are true to the best of my knowledge.

Place: Mysuru  
(Sandhyashree PM)