

# Hrishita Singh

## Senior Account Specialist

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### PROFILE

Result-driven Digital Marketing specialist with over 2.5 years of experience in developing and implementing effective marketing strategies to promote products and services. Skilled in optimizing processes to enhance organizational efficiency and collaborating with cross-functional teams to ensure timely project delivery and maximum customer satisfaction.

### SKILLS

- Performance Marketing (Facebook Ads, Google Ads, Snapchat Ads, Twitter Ads, TikTok ads, Instagram Ads)
- Google Analytics
- Appsflyer & Clevertap
- Market Research
- Team Leadership
- Marketing Strategy Development & Implementation

### PROFESSIONAL EXPERIENCE

2022 – present

#### **LS Digital**

Senior Account Specialist - Client Success

Clients Handled: Domino's (KSA, UAE, QATAR, BAHRAIN, LEBANON), Life Pharmacy (Abu Dhabi, North Emirates), 4Sight (UAE), SOTC, Lionsgate Play

#### **Process Management**

- Managed end-to-end invoicing processes for clients/publishers, **overseeing creation, verification, and collation of data**
- Successfully strategized and optimized media campaigns, ensuring optimal results for clients.
- Managed deliverables for **paid media projects**, ensuring timely execution and high-quality output on various paid media platforms.
- Aligned efforts with cross-functional teams across FMCG, OTT, and Travel industries to enhance client satisfaction ratings and **accelerate project completion timelines.**

#### **Client Management:**

- Assisting in day-to-day work from managing details of client's accounts to participating in strategic discussions.
- Instrumental in guiding and supporting clients with their specific digital marketing needs and objectives across various platforms such as **Google AdWords and social media**, resulting in a 20% increase in ROI, effective lead generation, and significant enhancement of brand visibility
- Engaged with clients to gather feedback and conducted consultative discussions to effectively address 90% of their queries and concerns through active listening and empathetic communication

- Participated in daily/weekly/monthly/quarterly client meetings to promptly address issues, cultivating enduring client relationships that **underpin long-term partnerships rooted in trust**
- Expertly managed various platforms including Facebook Ads, Google AdWords, DV360, Bing Ads, Snapchat Ads, TikTok Ads, Twitter Ads

#### **Marketing Strategy & Implementation:**

- Demonstrated proficiency in utilizing Google AdWords, Facebook Ads Manager, conducting thorough competitor analysis to drive impactful marketing strategies and achieve desired outcomes.
- Conducted A-B tests on ads resulting in 35% optimized CPA and 60% increased conversion.
- Implemented a holistic Full Funnel Approach across various marketing channels for Domino's UAE, resulting in a 25% rise in conversion and a 10% improvement in conversion rates.
- Helped identify clients newer opportunities via ASC campaigns which helped in improved conversions by 30%.
- Developing client proposals & presentations while executing projects involving quantitative analysis & industry research
- Identified new platforms such as Criteo, Whistle feed for app campaigns which helped improve the conversion rate by 12% with optimized CPA

2022 – 2022

#### **MSI India**

Marketing Intern

- Assisted with day-to-day marketing tasks and coordinating activities
- Conducted research on competitor marketing and digital content for Instagram, Twitter, Reddit
- Developed social media content and campaigns and analyzed metrics to capture trends and opportunities
- Developed and executed store launch plans for new locations across India for Ahmedabad and Mumbai.

## EDUCATION

2021 – 2023

#### **MBA**

ITM University

2017 – 2021

#### **B.Tech**

SRM University of Science and Technology