

Hrishita Singh

Aspiring Product Manager

✉ hrishitaa09@gmail.com

☎ +33 0688863386

📍 Grenoble, FR

🌐 [linkedin.com/in/hrishitaa-singh/](https://www.linkedin.com/in/hrishitaa-singh/)

SUMMARY

A data-driven marketing professional with 3+ years' experience increasing client ROI by 20% and resolving 90% of concerns through analytics-led digital campaigns and effective client communication.

PROFESSIONAL EXPERIENCE

11/2022 – 07/2025 Mumbai, IN	Client Success - Account Manager (Recognized as the Best Employee for two consecutive years in acknowledgment of outstanding performance) <i>LS Digital</i> - Built lasting client partnerships and improved project delivery through cross-functional collaboration and data-driven growth strategies. - Supervised and guided a team of three to achieve project goals and maintain high performance. - Managed a €479k+ monthly digital advertising budget for a diverse client portfolio across FMCG, Travel, OTT, and Tech in the MENA region, consistently increasing client ROI by 20%. - Expertly managed various platforms, including Facebook Ads, Google AdWords, DV360, Bing Ads, Snapchat Ads, TikTok Ads, and Twitter Ad - Drove significant performance improvements through expert campaign optimization, achieving up to a 60% increase in conversions, a 35% reduction in CPA, and a 30% lift in conversions via ASC campaigns. - Spearheaded a full-funnel strategy for Domino's UAE, resulting in a 25% rise in conversions and a 10% improvement in conversion rate. - Scaled client business by 25% by developing data-driven proposals and expanded app campaign performance by integrating new platforms like Criteo.
05/2022 – 08//2022 Mumbai, IN	Social Media Marketing <i>MSI India</i> - Conducted market research, competitor benchmarking, and engagement analytics for social campaigns. - Assisted with launch planning, execution, and audience targeting across regional markets.

EDUCATION

10/2025 – Present Grenoble, France	Msc. International Marketing and Business Development <i>Grenoble Ecole De Management</i>
06/2021 – 08/2023 Mumbai, IN	PGDM - Marketing (Developed a case study on a Punjab-based NGO, Prayaas: Samaj Seva Ki Ek Pehel, for NABARD) <i>ITM University</i> CGPA - 81.37/100
05/2017 – 05/2021 Tamil Nadu, IN	B.Tech - IT (Published a paper in IEEE on the topic "Neural Network Based Driver Warning System") <i>SRM Institute of Science and Technology</i> CGPA- 73.3/100

Skills

Technical Skills	Soft Skills	Language Skills
Microsoft Office Suite (Excel, Word and PowerPoint), Chat GPT, Canva, Perplexity, SQL, Power BI, Qualtrics, Google Ads, Meta Ads, Tiktok, Snapchat	Agile Culture, Problem Solving, Project Management, Competitive Analysis, Market Research, Adaptability, Proactive Mindset, Interpersonal Skills, Consumer Centric.	- French (Intermediate) - English (Native) - Hindi (Native)

Interests and Hobbies

Travelling - Explored all of India	Cooking - Currently experimenting with healthy recipes
------------------------------------	--