

RAKSHITA NIGAM

Senior Marketing Executive

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Summary

I am a Marketing Enthusiast with 1 year of experience as a Senior Executive in Ad Operations. I ensure smooth execution of advertising campaigns, manage creative assets, align brand deliverables, create reports, and evaluate campaigns. I collaborate with cross-functional teams to deliver high-quality advertising solutions in dynamic environments.

Skills

Soft Skills: Communication | Problem-Solving | Collaboration | Attention to Detail | Organization

Technical Skills: Campaign Management | Ad Trafficking | Data Analysis | Optimization | Technical Proficiency (AdEx and BARC) | Reporting

Experience

The Media Ant Bangalore
Sr. Executive Ad Operations Aug 2023 - Present

In my current role, I am responsible for the smooth and successful execution of advertising campaigns across various platforms. My primary responsibilities include:

- **Campaign Management:** Overseeing the end-to-end management of ad campaigns.
- **Ad Trafficking:** Setting up, monitoring, and optimizing ad.
- **Data Analysis:** Analyzing campaign performance data to provide actionable insights.
- **Optimization:** Implementing strategies to optimize campaign performance and ROI.
- **Platform Proficiency:** Utilizing various ad platforms and tools such as AdEx and BACR.
- **Compliance:** Ensuring all campaigns comply with industry standards and regulations.
- **Problem-Solving:** Identifying and resolving any issues that arise during the campaign lifecycle.

Transtutors Remote
Backend Operations Trainee Mar 2023 – Aug 2023

During my internship, I gained valuable experience in Backend Operations Support. My day-to-day responsibilities included:

- **Customer Interaction:** Handling incoming and invited customers on live chat and the website, ensuring prompt and efficient communication.
- **Project Management:** Managing and allocating paid projects to freelance tutors, ensuring work is submitted within the available deadlines.
- **Follow-Up Coordination:** Conducting call and email follow-ups with new and existing customers regarding payments and with tutors for pending work and new task allocation.
- **Decision-Making:** Taking live decisions to ensure proper resolution of every case received.
- **Reporting:** Creating and sending daily reports to track progress and performance.
- **Team Collaboration:** Attending team and individual meetings to discuss targets and strategies for achieving them.

Education

Bundelkhand University Jhansi
B.Sc. Hons. Agriculture 2019 - 2022

Certificates

- **Digital Advertising** — Hubspot Academy
- **Google Project Management** — Grow with Google
- **Problem Solving with Excel** — Coursera
- **SEO Basics** — SE Ranking
- **Google Ads Search Certification** — Google Skills Shop
- **Fundamentals of Digital Marketing** — Google Digital Garage