

Ambuj Kumar Meher

Project Management, Campaign Operations
3x Salesforce Certified



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Objective: Rebuilding career in Operations, Project Management to best utilize my skills and knowledge gained from Degree pursued as well as Professional career to maximize the most efficient channels to complement business needs.

Capabilities : Servant Leader, Project Management, Team building, Salesforce, SFMC, Client Management, Account setup, Quality Control, SOW/SOP Creation, Short/Long code Configuration, Interviews, Training, DLT Portal, Strategic Planning, Account Management, Interaction/Communication, Campaign Management

Summary:

- 6+ years of multi domain experience to creatively tackle business goals by focusing on solutions that maximize the most efficient channels to complement business needs
- Client Services exposure with Global Giants like Amazon, McDonalds, Barclays, British Gas, British Airways, BYJU's, Careers360, Chubb, eBay, Gumtree, HDFC Bank, IDFC Bank, IKEA, LG, Lodha Group, L&T, Tesco Bank and UPS to name a few
- Experience on Project Planning, Creating SOWs & managing POs
- Experience with managing 100+ Business Units at once and managing complex situations
- Competent with Salesforce Marketing Cloud (ExactTarget), Integration
- SFMC Administration, Short/Long code configuration, Business Units Management
- Experience on Campaign Management, Planning, JIRA/Agile & Reporting
- Experience on single-handedly managing complete Campaign Operations from scratch to end
- Experience on Project Management, Quality Control, Campaign Operations & Zero error Deployment
- Exposure with DLT Portal, TRAI Registration, SMS Whitelisting and Mobile Studio configuration
- Strong Oral & Written Communication, Client Management skills
- Experience on Working closely with CxO level executives including CEOs, CFOs, VPs and AVPs
- Experience with managing escalations and maintaining a healthy client-company relation
- Appreciated by the clients for whom managed projects/campaigns from front
- Strong background & experience on managing clients across Multiple regions and Countries from India, USA, UK, Italy, Canada, Asia Pacific, Latin America & Europe

Skills:

Functional/Operational	Technical
Campaign Operation Project and Account Management Client Communication Implementation and Account Configuration SOW & SOP Creation, Project Planning Leadership, Team Management	JIRA/Agile Project Management SFMC (ExactTarget) Email Studio, Mobile Studio Account setup/Configuration Short/Long code configuration Dataview/Reporting

Educational Qualifications:

Degree/Certification	Duration	Specialization	University/Board
July 2023 - Present	MBA	Marketing, Operations Management	LPU, Punjab
2006 - 2009	Graduation	Literature and Philosophy	Sambalpur University, Odisha
2004-2006	Intermediate	English, Odia, BFC	CHSE, Odisha
2004	Matriculation	English, Math, Science, Sanskrit	BSE, Odisha

Work Experience:

Maverick Digital (A media.Monks Company), Bengaluru **Functional Consultant/Project Management**

Feb 2022 – Nov 2022

- Resource/Project Planning. Managing Kanban board and campaign management
- Managing EMEA, APAC and LATAM regions as a Project PM for a Global Beverage brand
- Responsible for scoping and stakeholder management
- Managing BAU Operations, campaign operations and implementation projects meeting tight deadlines
- Upon successful completion of deployment, presenting reports and conducting sprint retrospective and lessons learned meeting

Mirum India (A WPP Company), Mumbai **Campaigns Lead/Project Management**

Oct 2020 – Feb 2022

- Worked across teams, as a key resource to sign off agreements related to projects
- Managed Campaign process from scratch to Deployment, Lead all the implementation projects
- Helped clients with TRAI registration, DLT SMS Template approval and Short/Long code configuration
- Managed Escalation Matrix, Query resolution, Providing appropriate solution and deployment

Resulticks India, Chennai **Campaign Manager**

Dec 2019 – Apr 2020

- Worked on Email, SMS, Push campaigns along with Drip/ customer Journeys
- Helped with personalization and reporting
- Managed triggers and campaigns for a leading Private Bank.
- Checking the Quality of the work and Making necessary Amendments

CapGemini, Pune **Consultant**

March 2018 – Jul 2019

- Worked closely with executives in organizations including CxO level executives
- Managing Campaign operations from scratch to Deployment
- Managing Automation and Journeys as well as High Profile Clients' Data using Data Extension
- IP warmup, Account configuration, Mobile channel setup and provided custom solutions
- Produced reports and analytics based on Client's requests and query

Zeta Global, Hyderabad **Senior Campaign Manager**

March 2017 – Feb 2018

- Managed Campaign process from scratch to Deployment
- Populating dynamic fields/contents as requested and validating the correctness of Data
- Handled complete Campaign Operation from scratch to end for Global giants like IKEA, eBay, British Airways, British Gas, Tesco Bank and Gumtree.
- Handled clients from USA, UK & Canada, ensuring quality and timely delivery of projects

Organizational Awards:

- Employee of the Year Awardee in 2017 by ZETA Global, Hyderabad
- Client recognition award in 2018 at Capgemini by Chubb Insurance, US based Client
- Awarded for Remarkable Performance in 2021 by Mirum India, Mumbai

Certifications:



Accomplishments:

- Extensive experience in handling a variety of different clientele through various levels of communication, from agencies, to global giants, to independent contractors.
- Planned and coordinated numerous campaigns from scratch to end and Cultivated excellent long-term relationships with clients, maintaining ongoing communication and facilitating solutions to address concerns.

Personal Information:

Date of Birth: June 25, 1989
Present Address: Sambalpur, Odisha - 768027
Father: Mr. Sarat Chandra Meher (Prof. in English)
Nationality: Indian
Language Known: English, Hindi, Odia

Declaration:

I **Ambuj Kumar Meher**, hereby solemnly affirm that all the information supplied by me is correct, complete and true to the best of my knowledge and belief.

Ambuj Kumar Meher