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Professional Summary

Dynamic and results-driven leader with extensive experience in digital advertising, client relationship management, and team development. Proven expertise in crafting strategies that drive revenue growth, mentoring diverse teams, and delivering data-driven solutions for global brands. Adept at setting team dynamics, optimizing operations, and collaborating with cross-functional stakeholders to enhance customer success and campaign performance. Experienced in managing high-budget campaigns across all Ecom and Quick-com platforms, with a focus on analytical rigor and customer obsession.

Ecommerce Manager | AdGlobal360

April 2025 - Present

- Designed and implemented data-driven advertising solutions for boosting client revenue across Ecom and Qcom platforms.
- Establishing and nurturing a results-oriented team culture, ensuring seamless alignment between operational workflows and strategic client goals.
- Overseeing the end-to-end deployment and execution of digital media campaigns on eCommerce self-serve platforms, taking full ownership of performance, optimization, and results.
- Working closely with Ecom-Lead and Brand Managers from client side to understand their business needs and campaign objectives, developing tailored strategies that drive alignment and results.
- Strategize and manage marketplace campaigns across leading eCommerce platforms—including Amazon, Flipkart, Myntra, Blinkit, Zepto, Swiggy, BigBasket, 1MG, and Purplle—for top FMCG brands such as Dettol, Durex, Veet, Moov, and Gaviscon.

Sr. Account Manager | Hiveminds

August 2023 - March 2025

- Spearheaded the development of strategies to enhance advertising performance and grow marketplace clients' revenue
- Built and managed a high-performing team of 7+ specialists, driving operational excellence and aligning goals with organizational objectives.
- Collaborated with cross-functional teams to develop innovative advertising solutions for major clients, including Wipro, Stanley Black and Decker, ITC Dermafique, and Abbott Rashfree & CandyCop.
- Streamlined client onboarding processes and enhanced SOPs to improve service delivery and satisfaction metrics.
- Developed fully functional Power BI dashboards for Amazon and Flipkart by collaborating with the analytics team to simplify account reporting & analysis and streamlined data processes, significantly reducing manual work and enabling more efficient, real-time insights.
- Conducted interviews and successfully built a team to drive growth and performance across the retail division of the company.
- Developing compelling pitches to acquire new clients for the organization and crafting Annual Operating Plans (AOPs) to devise strategic growth initiatives for brands.

July 2021 - May 2023

- Managed and optimized Amazon Ads campaigns for over 1,000 brands.
- Mentored and coached team members to foster a culture of innovation and continuous improvement, leading to enhanced performance metrics.
- Conducted comprehensive data analyses to inform advertising strategies and improve client outcomes.
- Established scorecards and performance management frameworks to standardize client success evaluation.

Social Media Executive | I Knowledge Factory

August 2019 - November 2020

- Delivered customised advertising solutions and executed data-driven strategies to maximise client engagement and revenue.
- Partnered with design and content teams to ensure seamless project execution.

Digital Marketing Executive | Ubitech Systems

January 2019 - May 2019

- Developed innovative advertising concepts, resulting in improved brand visibility and customer engagement.
- Provided actionable insights through data analysis, leading to measurable improvements in campaign performance.

Education

- PGDM in Marketing — SVKM'S NMIMS, 2020
- Diploma in Business Management — SVKM'S NMIMS, 2019
- B.Tech in Electronics & Electrical — MBM University, 2018

Key Skills

Account Management, Client Servicing, Campaign Optimization, Team Leadership, Team Management, Strategic Planning, Decision Making, Analytical Thinking, Ecommerce Advertising, Quick commerce Advertising, Reporting, Amazon Ads, Flipkart Ads, Blinkit Ads, Zepto Ads, Google Analytics, Data Analysis, Media Planning, Meta Ads, Ad Copywriting, Leadership Development, Performance Management, SOP Optimization, Team Building, Training Team Members

Tools

Microsoft Excel, Microsoft Powerpoint, Microsoft PowerBI, Helium10, Amazon Drona, Amazon Pi, Pacvue, Gobblecube, Flipkart IRIS, Blinkit Analytics, Adbrew, Clickup, MyIntervals, Enviro