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Shashank Kamboj

GROUP HEAD-MEDIA STRATEGY & PLANNING

ABOUT ME

With 6+ years of extensive work experience in mainline Media with medium & large accounts, I am seeking the next challenging opportunity to grow my career and upgrade my knowledge and skills set.

LANGUAGES

English

Hindi

PERSONAL DETAILS

Date of birth

9th Feb. 1991

Nationality

Indian

Marital status

Single

WORK EXPERIENCE

Group Head-Media Strategy & Planning Dentsu X / Gurgaon / May 2022 - Nov 2022

Accounts: Suzuki Motorcycle, Roca & Parryware.

Responsibilities:

- Propose & execute mainline media plans as per client brief & budget.
- Mandate media buying guidelines and generate servicing reports based on monitoring.
- Prepare & submit periodic reports as per account (Auto & Sanitaryware) requirement.
- Prepare & present the final media plan within target budget & other parameter.
- Explore & propose campaign optimization for best performance as per client brief.
- Finalize all client requirements w.r.t competition activities & ongoing media-plans.
- Managed a team of junior planners to address day to day requirements from clients.
- Ensured periodic training to upskill team to handle more complex requirements.

Manager-Media Strategy & Planning GroupM – Wavemaker / Gurgaon / Feb 2020 - May 2022

Accounts: OLX India (OLX.in and OLX Autos), NivaBupa

Responsibilities:

- Propose & execute mainline media plans as per brief & budget.
- Maintained over-all media budget, monthly budget reports, media flowcharts.
- Developed a monthly Competition Report for all accounts (Ecommerce & Auto Service).
- Explore & propose campaign optimization for best performance as per client brief.
- Support day-to-day client requirements for competition, ongoing media-plans & budget utilization.

Achievements:

- Spearheaded Launch Campaign for OLX Autos on TV, Print & Radio in Metro cities.
- Received appreciation from OLX client for OLX -Autos Launch campaign.

Media Planner Omnicom Media Group / Gurgaon / Jan 2019 - Dec 2019

Accounts: Nissan Motors India Pvt Ltd. (Nissan and Datsun).

Responsibilities:

- Developed Media mix strategy for Nissan-Datsun CY 2019.
- Executed Nissan Kicks campaigns with impacts like Cricket & Football & National elections.
- Maintained annual media budget, monthly budget reports, media flowcharts.
- Developed monthly competition reports across auto sector.
- Prepare evaluation of the campaign for TV.

Executive

Alliance Advertising & Marketing Pvt. Ltd. / New Delhi / Jan 2017 - Jan 2019

Responsibilities:

- Prepare Monthly MIS reports and highlighting concern areas in media plan execution.
- Audit invoice supporting with BARC and finalize monthly billings as per account cycles.
- Implement periodic audits to ensure deal & Ro compliances.

EDUCATION

MBA

Greater Noida Institution of Technology / Greater Noida / 2016

BBA

Dewan Institute of Management Studies / Meerut / 2014

SKILLS

Media Strategy

Media Planning

Media Buying

Yumi BARC

IRS

Email Marketing

Google Ads

Facebook Ad Manager