

JAYARANJAN DAS

MARKETING EXECUTIVE



+91 7377119308

+91 8920815431



jayaranjandas@gmail.com



[Linkedin](#)

ABOUT ME

Dynamic and results-driven Marketing and Ad Operations Specialist with over 3 years of experience in developing innovative marketing strategies and managing cross-functional advertising campaigns. Currently leading branding, marketing, and ad operations for Inshorts and Public, two prominent digital platforms. Proficient in digital marketing tools, programmatic advertising, ad trafficking, and campaign performance analysis. Demonstrated expertise in app branding, ad campaign optimization, and leveraging data analytics to enhance engagement and achieve KPIs. Adept at driving app installs, engagement, and user retention through creative and strategic marketing efforts.

EXPERIENCE

Inshorts India Advertising & Services Pvt Ltd

2022 Sep - NOW

Marketing Executive

- Spearhead branding and marketing strategies for Inshorts, a 60-word news aggregator, and Public, a local video news platform with 10,000+ creators across 14 languages.
- Design and execute event-specific campaigns to boost brand visibility and audience engagement.
- Plan and manage app installation campaigns via Google Ads and Meta Ads, achieving cost-effective acquisition and significant growth in user base.
- Use Campaign Manager 360 (CM360) to provide creatives for programmatic advertising deals, ensuring seamless delivery and optimization.
- Run engagement-driven campaigns on social media platforms to increase post reach and user interaction.
- Collaborate with content and design teams to develop creative assets that resonate with target audiences.
- Managed ad inventory using Google Ad Manager 360, creating and trafficking orders and line items for programmatic and direct campaigns.
- Prepared detailed campaign reports, analyzing key metrics such as impressions, clicks, conversions, and revenue to measure performance.
- Ensured accurate ad trafficking by setting up proper targeting, pacing, and delivery for both programmatic and direct deals.
- Collaborated with the Ad Ops team to troubleshoot campaign delivery issues, optimizing placements for maximum ROI.
- Monitored campaign performance and provided actionable insights to improve click-through rates (CTR), conversion rates, and cost efficiency.
- Maintained and updated programmatic deal terms and ensured alignment with client requirements and revenue goals.
- Utilized tools like Google Analytics, Tag Manager, and Excel for in-depth data analysis and reporting.

Mindstrong It Services Pvt Ltd.

2022 Jan - 2022 Aug

Marketing Executive

- Create comprehensive marketing strategies that align with business goals, leveraging market research and data analysis to identify key opportunities and target audiences.
- Execute integrated marketing campaigns, encompassing advertising, promotions, events, and digital marketing initiatives to maximize reach and impact.
- Maintain and nurture relationships with clients, ensuring their needs are met and fostering long-term partnerships.
- Oversee seller accounts, ensuring optimal performance and addressing any issues that arise to maintain high standards of service.
- Plan and run ad campaigns across various social media platforms, like Amazon and Meta
- Design and implement email marketing campaigns aimed at generating leads, nurturing prospects, and converting them into loyal customers.

Blitz's Job

2021 May - 2021 June

Digital Marketing Intern

- Contribute to the creation of engaging content for ads, social media, and email marketing, ensuring it aligns with the brand's voice and goals.
- Assist in planning and create ad campaigns in meta

EDUCATION

Master of Business Administration	2020 - 2022
Noida International University , Greater Noida	8.36 CGPA
<ul style="list-style-type: none">Major Specialization in MarketingMinor Specialization in Digital Marketing and IT & Business Research	
Bachelor of Science	2017 - 2020
Dr. J N Degree College , F.M University , Balasore	8.17 CGPA
<ul style="list-style-type: none">Hons. In Zoology	
Higher Secondary	2015 - 2017
Belavoomi Mahavidyalaya, Avana	
<ul style="list-style-type: none">In Science Stream	
High School	2015
Kharasahapur High School , Kharasahapur	

CERTIFICATIONS

• <u>Google Ads Certification</u>	Google Digital Academy (Skillshop)	2024
• <u>Google Analytics Certification</u>	Google Digital Academy (Skillshop)	2024
• <u>Complete Programmatic Ads</u>	Senator We Run Ads	2024

SKILLS

- Campaign Manager
- Ad Serving and Trafficking
- Data Integration and Targeting
- Programmatic Advertising
- Real-Time Bidding (RTB)
- Supply-Side Platforms (SSPs)
- Ad Inventory Management
- Digital Marketing
- PPC Advertising
- Paid Search Advertising
- Meta Ads
- Marketing Campaigns
- Keyword Research
- PPC campaign
- SEM
- Google Analytics
- Tag manger
- Pixel setup
- Canva
- Creative Management

LANGUAGE

- Engilsh
- Hindi
- Odia