

ANIRBAN SEN

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As a seasoned digital marketing professional with 17+ years of experience in the industry, I have had the privilege of working with some of the world's leading companies, including Google, Amazon, Flipkart, and GroupM. My passion for digital marketing is driven by a desire to help businesses achieve their goals by leveraging the power of online platforms. With a proven track record of success, I am committed to delivering results and driving growth for my clients.

EXPERIENCE

Regional Account Executive, Google Asia Pte. Ltd.

Singapore – Aug 2018-Oct 2023



Responsible for driving media revenue growth by helping a select portfolio of Google's largest, most complex, global customers grow their businesses. As part of this role, I worked on scaling **Procter & Gamble's** (Consumer Packaged Goods), **Nestle** (Food & Beverages) and more recently, **L'Oreal's** multi-category billion dollar businesses across **APAC, MENA and Sub-Saharan Africa (currently responsible for growing a portfolio upwards of \$160MM in revenue)**

- **Digital strategy:** Responsible for end-to-end regional strategy on **YouTube and Search** across all **JAPAC and MENA** markets for categories at P&G (Skin Care, Hair Care, Oral Care), Nestlé (Infant food, Coffee, Confectionery, Petcare, Drinks) and L'Oreal (CPD, ACD, PPD and Luxe)
 - Aligned **C/B-level on regional JBPs** focussed on driving media effectiveness and efficiencies anchored in media fundamentals like **R&F, Formats, Measurement, Audiences and Automation**
 - Worked with **multiple media agencies (C/B -level)** to synergize efforts and maximize impact on core media deliverables on **YouTube, Search, Google Analytics (GA4) and more.**
 - Partnered with Nielsen on multiple **sales lift and ROI studies like MMMs/MPAs** to showcase the value of digital investments on channels like YouTube, Display and Search via **Mixlabs**
 - Worked with multiple categories on **eCommerce and DTC initiatives** to capture the surge in consumer demand in the region
 - Drove multiple initiatives to **upskill marketers** (agency and clients) on **data & tech, media, and creative hygiene**
 - **Single point of contact for everything Google** including creative, measurement, cloud and exploratory
- **Digital transformation:** Drove multiple digital transformation initiatives to move brands from nascent to mature stages of digital transformation;
 - **Centralizing buying and measurement** across the Google Data & Tech stack (Cloud, ADH, GA4 and DV 360/Google Ads)
 - **Data maturity programs** to educate clients on first-party data, activate media campaigns and automate processes to reduce redundancies
 - **Worked on Beauty Tech activations** bringing together the best of Google to clients for breakthroughs that drove market share
- **20% project:**
 - Worked with the **Go-To-Market team on building a cohesive Gen Z narrative** focussed on the Japan, Korea, India and Indonesia markets. Key deliverables included building the solutions pipeline to help priority markets monetize and help the product teams build a roadmap to address product gaps.
 - Mentored for **Google for Startups (GFS)** program in APAC focussed on digital marketing and tech transformation in early start-ups.

Associate Director, Mediacom (GroupM)

Singapore – Oct 2017 to Aug 2018



Working with multi-million dollar budgets as part of the regional APAC team to provide Procter & Gamble's luxury skincare brand, SK-II, with media planning & branding solutions across digital platforms in **8** key markets.

- Responsible for driving YouTube, Display, Search, & Social marketing strategies to achieve 1.5x growth YoY in New user acquisition.
- Influence new processes & annual operational plans based on business results with a direct impact on new user acquisition for SK-II.
- Develop market strategies through data analysis and research to achieve overall brand objectives.
- Lead a regional team of two direct reports (7 dotted line reports) working on Japan, HKTW, and ASEAN markets.

Regional Manager, Mediacom (GroupM)

Singapore – Feb 2016 to Sept 2017

Overseeing regional implementation and planning of SEM for Procter & Gamble in Singapore, Thailand, Malaysia, Vietnam, Indonesia, and the Philippines for 20 brands.

- Lead a team of four direct reports with a range of digital experience from 0-8 years in/from diverse backgrounds (Indonesia, Vietnam, Thailand, Malaysia & Singapore);
- Influence scalable initiatives to grow traffic YoY within efficiency parameters.
 - o Develop custom bidding strategies using DoubleClick Search with inputs from Google Analytics and AdWords leading to an improvement of CPCs by 25% YoY in key brands.
 - o Develop multiple test-and-learn plans on creatives, ad extensions, and campaign structure to improve efficiency.
 - o Build automated reports using AdWords Scripts across brands and markets to enable near real time optimization.
 - o Work with vendors on designing Search dashboards for P&G brand teams on Tableau.

Marketing Specialist, Amazon India

Bangalore – 2014-2016



Responsible for all paid search (SEM) operations across 30+ categories and contribute to 15% of overall website revenue.

- Scaled the channel YoY to 10x in visits, 18x in revenue while improving efficiencies by 5000 bpts through hands-on optimization.
- Responsible for Product Listing Ads adoption (a first across all Amazon marketplaces worldwide)
- Enable 3rd party automation to scale and optimize manually run campaigns via Kenshoo.
- Responsible for increasing and scaling all paid mobile (apps/msite) search initiatives.
- Contributed to building internal tools to scale the paid search channel via PLA automation & Catalog based keyword generation

Marketing Manager, Flipkart Pvt. Ltd.

Bangalore – 2012-2014



Responsible for all paid search operations in over 25 categories.

- Worked with the engineering team to automate key SEM operations like bidding, testing and campaign creation. These automations led to a 20x jump in efficiencies while reducing TAT significantly.
- Scaled Flipkart's app download adoption rate working with a high bar on efficiency (target CPD was more than half the industry average).
- Electronics Category marketing single point of contact, which involves coordinating with the entire category management team (~20 members) on offers and promotion for all marketing channels.

Senior Business Manager, Mediacom (GroupM)

Bangalore – 2011-2012



- Responsible for all SEM operations for Dell India Business (Consumer, SMB & Enterprise).
- Managed analysis and reporting of the key elements of the campaign lifecycle (budgeting, bidding, conversions, CPA, optimization, consistent with preset campaign objectives), plan, strategize and execute online campaigns using various channels such as Google, Yahoo & MSN.
- Evaluating and executing Marcom plans for online media. Decide and monitor media mix to optimize spends and maximize Return on Investment across channels.
- Liaised with teams across MediaCom offices globally to ensure partner funding and reporting compliance for all campaigns.

SEM Analyst, The Search Agency

Bangalore – 2010-2011



- Responsible for analyzing and communicating in-depth marketing data for large online SEM advertising campaigns with Google, Yahoo & Microsoft/Bing.
- Manage book of business (SEM related - ~\$3MM) for a portfolio of client companies, with the overarching objective of improving client ROI.
- Analyze performance trends, along with qualitative and quantitative data to recommend campaign changes and updates.

Optimization Specialist, Google India Pvt. Ltd.

Hyderabad – 2007-2010



- Extensively trained in all Google Advertising Policies. Responsible for reviewing ads and ensuring they comply with all Google policies.
- Worked in the email team to review and address any concerns advertisers had with their accounts.
- Worked with the Google Acquisitions team to identify and generate leads for the Sales teams in North America.
- As an AdWords Optimization Specialist in the retail sector, I worked with high spending advertisers to improve account efficiencies.
- Worked with the Direct Customer Sales (DCS) team – book of business was worth \$2MM. Core jobs included interfacing with the North America account management teams and understanding the client's business needs.
- Worked on existing and new campaigns to improve and defend revenue and spend.

Education

I graduated in 2007 with a **bachelor degree in Mathematics, Statistics and Computer Science.**