



PROFILE

Media Analyst with 1.5+ years of experience specializing in turning complex media performance data into actionable insights. Proven ability to analyze and report on multi-channel campaigns, optimizing for KPIs such as ROAS, engagement, and reach. Highly proficient in data visualization tools and committed to leveraging data to inform strategic decision-making and drive demonstrable business growth. Seeking a challenging role to expand expertise in [Specify: e.g., programmatic, social, or SEO] analysis.

EDUCATION

UNIVERSITY OF MADRASS

SA COLLEGE OF ARTS & SCIENCE
BSC.CS

**Godson matriculation higher
secondary school**
12th(2020 - 2021)

10th(2018 - 2019)

SKILLS

- Campaign creation using CM360,GAM,META.
- Ad auditing
- Client operations
- Account management

CERTIFICATIONS

- Google display ads
- Google search ads
- Google video ads

ACHIEVEMENTS

- Title Winner of VOM Talents
- Runner up in Rapathon 2023 CIT College.

PROFESSIONAL EXPERIENCE

Media Analyst(Campaign management)

IOPEX Technologies| 2024 - 2025 (Ambattur,chennai)

- Executed and managed end-to-end digital advertising campaigns across [Specify Channels, e.g., Google Ads, CM360,meta] based on defined client briefs and performance objectives.
- Developed data-informed media plans and structured campaign architecture in alignment with core client business requirements and marketing KPIs.
- Managed the end-to-end client lifecycle, translating complex business needs and performance requirements into executable, strategic digital ad campaigns that consistently met client objectives.

PROJECTS

Oxygen Level Checker For Vehicle Safety

A vehicle cabin air quality monitor using carbon monoxide (CO) and oxygen (O₂) gas sensors has been designed, developed and on-road tested. The continuous monitoring of oxygen and carbon monoxide provides added vehicle safety as alarms could be set off when dangerous gas concentrations are reached, preventing driver fatigue, drowsiness, and exhaust gas suicides. CO concentrations of 30 ppm and oxygen levels lower than 19.5% were experienced whilst driving

INTERNSHIPS

GLOBECI TECHNOLOGIES PVT LTD

Internship program in the domain of
“ PYTHON”

FLIPKART

Flipkart launch pad program.