

Aditya Labhe

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PROFILE

7+ years' experience in digital marketing, client strategy & success, and account management. Successfully built brands across Digital and eCommerce by leading and being part of growing companies and passionate teams.

Insights driven digital marketing strategist with a human centric approach to problem solving. Passionate about consumer centric digital approach, eCommerce and design.

Currently leading the solution strategy team for Where to Buy and Digital Shelf Solutions at ChannelSight.



EDUCATION

Aug 2015 - Sept 2016 | **UCD Michael Smurfit Graduate Business School**,
Dublin, Ireland
MSc in Digital Marketing
Result: 2.1 Grade

June 2009 - March 2012 | **SIES College of Arts Science and Commerce**,
University of Mumbai, Mumbai, India
Bachelor of Mass Media (Advertising)
Result: First Class with Distinction



HOBBIES

- Reading Books: Hooked on to my Kindle | Favourite Genres: War and Spy stories
- Catching up with my email subscriptions: Adweek, Marketing Land, Retail Grocer, L2 Insights and so on.
- Designing: I love minimal typography, creatives.
- Writing: Thought leadership and tactical pieces about eCommerce activation, brand building and research.



WORK EXPERIENCE

July 2020 - Present | **Solutions Consultant, Sales Strategy Manager**
ChannelSight, Dublin, Ireland

Clients: Philips, Coca Cola, Galderma, Logitech, RB, Samsung, HP, Perrigo, BSH and more.

- **Pre and Post Sales Solution Strategy** | Leading the sales teams, BDR, account executives and account management sales strategy to expand existing clients and attain new clients (**100% MRR growth YOY**).
- **Digital Shelf Solution** | Lead the sales training, solution selling based strategy of the digital shelf (price/stock, ratings/reviews, promotions, share of search) solution launched last year (**10 new digital shelf brands contracts**)

February 2017- July 2020 | **Client Performance Lead**
ChannelSight, Dublin, Ireland

Key Responsibilities:

- **Brand Performance** | Enabled global brands and clients to further improve and optimize their eCommerce/ eTailer strategies with ChannelSight's Buy Now technology resulting in **100% (YoY 2020)** growth in traffic and **70% (YOY 2020)** growth in sales for key clients.
- **Leading campaigns and media strategy for clients** | Helped clients optimise their campaigns with Buy Now solution across digital media channels like Social (Facebook, Instagram, Twitter, YouTube), Search (Google, Bing), Display (Google Display Network, DCM, Adroll and more), Email and more.
- **New Products Improvements and Development** | Worked alongside tech, data, analytics and senior management team to visualize and develop new product lines considering the existing set up (frontend-backend, data architecture, unit costs, tech).
Notable contribution includes being a lead on the **Retailer Price Monitoring Solution**, which was effectively built, visualized, and eventually developed as a new product solution under the Digital Shelf umbrella.
- **Analytics, Reporting and Insights** | Worked closely as key member of the reporting and analytics team to drive internal and external insights around overall brand and campaign performance.



WORK EXPERIENCE

December 2016-February 2017 | **Digital Marketing Specialist** (Interning along with my masters at UCD Smurfit)
CurrencyFair, Dublin, Ireland

Key Responsibilities:

- **Competitor Mapping** | Identified, updated competitor rates and fees – enabling to advertise more aggressively and factually when targeting competition.
- **Campaign Trafficking, Tracking and Testing** | Assisted ad implementation across digital channels using, Google Adwords, Facebook Business Manager, DoubleClick, Adroll, Mixpanel, Tableau, and other tools
- **Developing and implementing social media strategy** | Built and implemented a social media strategy consisting of i a social calendar, promotions, discounts contests and scheduling posts
- **Performance reporting** | Reported to wider sales and marketing teams on daily, weekly and monthly basis on KPIs using Tableau, Facebook Analytics, Adroll, and keeping a track of the performance
- **Social Media Community Management** | Maintained the social media channels by regularly updating it with relevant content

January 2016- May 2016 | **Marketing Executive** (Interning along with my masters at UCD Smurfit)
Adforce.com, Dublin, Ireland

Key Responsibilities:

- **Programmatic Know How** | Learning and understanding the working of different programmatic platforms
- **Worked on client pitches and plans** | Choosing the right platforms, placements and publisher for brands. Planning and strategizing sustainable campaigns for mobile and web.
- **Designing and developing decks** | Developed the theme, tone and content for various services decks on PowerPoint for account management team. (Example Audio Ads at AdForce, Native advertising at Adforce and more)

October 2013-June 2015 | **Sr. Account Manager (Brand Strategist)**
Buzzinga Digital, Mumbai, India

Key Clients: Pepsico, Liberty Videocon (A part of Liberty Mutual Group), Forever mark (De Beers Group of Companies), Berger Paints, ALD Automotive.

Key Responsibilities:

- **Analyzing pitches, understanding client needs and driving rational solutions** | Managed both existing and new accounts in terms of ideation, digital strategy development aimed at retention and expansion.
- **Analyzing the performance and reporting** | Using Facebook, Twitter, YouTube, insights to analyze weekly/monthly KPIs and interpreting data to advise clients on future steps
- **Managing social media presence of brands** | Coming up with content, optimizing ads and suggesting timely campaigns across social media platforms
- **Leading a team of social media specialists** | Lead a team of social media specialists, writers and designers

June 2012-June 2013 | **Social Media Specialist**
Buzzinga Digital, Mumbai, India

Key Responsibilities:

- **Managing social media presence of brands** | Creating brand related content across social platforms and monitoring brand's performance by creating timely reports
- **Campaign Strategy** | Planning timely campaigns and activations, ensuring smooth execution
- **Working on pitches** | Working closely with the Business Development team and on new brand pitches focusing on building and maintaining brands on social media
- **Training new team members** | Mentoring junior writers, social media executives and designers