

SHASHANK SRIVASTAVA

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Marketing & Business Leader | 14+ YoE

Professional BU leader with over 14 years of experience driving brand growth, market launches, and revenue-led marketing initiatives for global organizations. Known for owning end-to-end marketing execution from strategy to retail impact, while working closely with leadership, sales, product, and agency partners.

Well experienced in leading high-value omnichannel campaigns across LTV, DOOH, ATL, and BTL, with a strong focus on funnel performance, CRM, and conversion to retail outcomes. Trusted to operate in fast-paced environments where accountability, clarity, and business impact matter most.

CORE COMPETENCIES:

- ✓ Marketing Strategies
- ✓ Brand P&L ownership
- ✓ GTM and multi-channel growth

- ✓ Sales funnel and Opp. Conversion
- ✓ Retail and Dealership Marketing
- ✓ Large-Data Interpretation (SF, xls)

- ✓ Data Analytics and Cost Control
- ✓ Competitive Intelligence & Market Research (Nielsen, Ad Intel)

CAREER WORK EXPERIENCE:

MARKETING (BRAND DIRECTOR) | 04/2025 - Present
VOLVO CAR INDIA (WPP – GREY) - Gurgaon

V O L V O

- + Led direct marketing execution for all carline portfolios across India's national dealership network
- + Spreadheaded the EX30 launch across India, shaping the **channel mix and rollout strategy** to ensure strong visibility across dealership networks throughout the country
- + Developed dashboards, workbooks to manage salesforce data of leads, opportunities conversion through funnels
- + Implemented **multi-channel campaigns**, optimizing market strategy from SF data to yield higher impact and efficiency in managing top ad inventories and placement coordinating with various agencies (Digital, PR, Prodn.)
- + Supervised daily operations, ensuring cross-functional team alignment, and conducted regular performance reviews to foster team growth and development.

Products: EX30^(new), EX40, EC40, XC60, XC90, EX90^(MY26) & ES90^(MY26)

LEADER - PLANNING & BUYING (UM SPOTIFY % US) | 04/2022 - 12/2024
IPG MEDIABRANDS (KINESSO INDIA) - Mumbai

IPG MEDIABRANDS

- + Directed brand portfolios utilizing advanced media tools such as **MediaTools**, and proprietary data analytics platforms to track impressions, clicks, and views, driving a 25% surge in online engagement and brand awareness
- + Created comprehensive expansion strategy leveraging workflows for programmatic initiatives, amplifying brand reach and frequency through media tie-ups and collaboration, for campaigns like **Spotify Wrapped**.
- + Led implementation of **Mediaocean Campaign workflows**, optimizing audience segmentation and custom media planning to yield higher impact and efficiency in ad placements.
- + Supervised daily operations, ensuring cross-functional team alignment, and conducted regular performance reviews to foster team growth and development.

Clients: Spotify, Ubisoft, Sony, GoPro, Nintendo, AmEx & AstraZeneca

SENIOR CREATIVE AD OPERATIONS PARTNER | 11/2020 - 03/2022
CREATIVELAND ASIA - Mumbai

Creativeland Asia

- + Created a process revamp within teams to improve and consolidate end-to-end service processes.
- + Planned and delivered Cinthol TVCs as a project manager in a highly demanding production environment.
- + Handled end-to-end client management for Godrej TVC releases and commercial rights for SAARC releases.
- + Crafted email marketing campaigns for Godrej Properties and managed monthly to increase footfall.
- + Monitored business trend forecasts and adjusted budgets and operational plans to maximize growth.

Clients: Godrej Corporate, Cinthol – Alive is Awesome, Aer Power Pockets, Protekt and CSR

ACCOUNT MANAGER | 11/2018 - 03/2020
HYUNDAI – INNOCEAN WORLDWIDE – New Delhi

INNOCEAN

- + Built and maintained productive management and execution of launch campaigns and execution.
- + Worked as the main poc to client concerns and brand needs including TV & Digital portfolios..
- + Developed successful client partnerships and quickly resolved requests to increase optimum client interactions.
- + Managed end-to-end TV commercials for all listed clients for new launches and events by Hyundai.

Clients: Hyundai Sedan & SUV's ATL, BTL and Digital Marketing portfolios of Elantra, Verna, Creta & Venue^(MY19)

GROUP ACCOUNT MANAGER | 10/2017 - 11/2018 (Promoted)
SENIOR ACCOUNT EXECUTIVE | 02/2016 - 10/2017
MANAGEMENT TRAINEE | 06/2014 - 05/2015
McCANN WORLDGROUP – New Delhi

**McCANN
WORLDGROUP**

- + Provided monthly presentations and quarterly initiatives to multiple C-level stakeholders.
- + Demonstrated exceptional communication skills to engage clients in meaningful conversations and accurately ascertain client's needs and preferences.
- + Established, and implemented account management processes for 3 teams across.
- + Researched and secured new accounts within an assigned territory to increase sales and profitability.
- + Attended company and industry events to network with potential clients and generate leads.

Clients: UN Foundation, UDF, FSSAI, Nestlé Nutrition, GSK Horlicks Protein + NutriTrack iOS App, Boston Scientific and Coca-Cola Hydration Project

ACCOUNT EXECUTIVE | 05/2015 - 02/2016
WPP – CONTRACT ADVERTISING - Gurgaon

CONTRACT
iContract | Designsutra | Core Consulting

- + Utilized multiple CRMs to collect, organize and manage sales data and client information.
- + Maintained updated knowledge of changing industry, standards and trends related to accounts.
- + Used sales strategies to overcome client objections and maximize daily productivity effectively.
- + Collaborated with key decision-makers to identify opportunities and develop ideas to deliver exceptional results.
- + Prepared sales presentations and proposals to explain product applications with tech specs.

Clients: TATA Corporate & TATA Docomo, Fortune India - Business Magazine and TrueCaller

TRAINING & INTERNSHIPS | 08/2013 - 12/2014
OGILVY & MATHERS, PUBLICIS - AD CAPITAL, OSHO WORLD – New Delhi

Ogilvy

- + Decoded ad briefs, worked with studio teams, created competition analysis through market research and internet data.

EDUCATION BACKGROUND:

PG International Business (Advertising & Marketing) – MBA (PGDIB), from Symbiosis International University (SCDL), Pune Batch of 2015 – 17

Bachelor of Journalism & Mass Communication from JIMS, Vasant Kunj affiliated from GGS IP University, Dwarka, New Delhi Batch of 2011 – 14

ACHIEVEMENTS:

- + Managed core campaigns with over 1 million spends within US geography and other locations
- + Helped client **increase market share by 35%** annually for Godrej Cinthol Digital Campaign
- + Managed campaign **automation tools, like DV-360, Adobe Campaign, Hubspot, Hootsuite, etc.**
- + Proficient with Excel tools, including the ability to analyze and interpret large volumes of datasets

Featured on: [THE DRUM](#) | [Adobo Magazine](#) | [The Stable](#) | [Branding in Asia](#) | [Campaign Brief Asia](#)

TECH PROJECTS & RECOMMENDATIONS:

Digital Ad Ops, Media Buying, DCM / DV 360, Mediaocean, Prisma / Lumina, Criteo and InMobi →

- + Have utilized large datasets and created excel-sheets to evaluate competitive campaign performance
- + Manage billing and reconciliation for high-expenditure clients for Digital, OOH, OLV and Search
- + Crafted Email campaigns and used integrated technologies for specific audience sets using Hubspot & Mailchimp

CERTIFICATIONS:

LARGE DATA SALESFORCE	DV-360, NATIVE DSP AND CAMPAIGN PLANNING	CRM TOOLS, MEDIA PLANNING & BUYING	NIELSEN AUDIENCE DATA INTERPOLATION	PROPRIETARY MEDIA TOOLS	HTML STACK CERTIFICATION
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PERSONAL INFORMATION:

S/o **Mrs. Jayanti and K.B. Srivastava**, born on **27 December 1991**
English Language (Proficiency level: Expert)



Linkedin.com/in/shankdelhi
Residence - Noida, Delhi NCR.



Dated: 27 Jun 2026
Place: ♥ Delhi NCR

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