

Abhay Singh

Digital marketing, advertising, and analytics professional with 10+ years of experience. Data driven decision maker with an explorative mindset

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EXPERIENCE

Interactive Avenues, Gurgaon — Associate Director

MAY 2019 - PRESENT

Account lead for a luxury hotel chain. Work cross functionally with the client's head of digital marketing and internal strategy, paid media, social, SEO, tech, and design teams to help achieve digital sales objectives. Manage three direct reports to coordinate across teams

Marc Fisher Footwear, New York — Ecommerce Manager

MAR 2017 - DEC 2018

Led analytics, CRM, and UX for three brands. Managed the business intelligence infrastructure and third party developers to develop and track ecommerce initiatives across web development, paid media, email, planning, merchandising, and marketing

Audible Inc, New Jersey — MBA Marketing Analytics Intern

MAY 2016 - DEC 2016

Collaborated cross-functionally with brand, creative, and operations teams to design and A/B test website changes and automated email marketing templates

Lodestar Universal, Gurgaon — Senior Media Planner

DEC 2012 - MAY 2015

Worked with the Samsung and Tata Docomo teams to achieve advertising objectives on TV, print, and radio. Managed two media planners to ensure on-time delivery of campaigns.

EDUCATION

Rutgers Business School, New Jersey — MBA

SEP 2015 - MAY 2017

Drexel University, Philadelphia — BBA

SEP 2005 - MAY 2011

BUSINESS SKILLS

Digital marketing & advertising

Leadership & communication

Project management & planning

Delegation & time management

Analytics

Remote working

TECHNICAL SKILLS

Office Suite: Excel, Powerpoint, Word, Outlook, and Teams

Google Workspace: Sheets, Slides, Docs, and Apps Script

Programming: Python, Javascript, SQL, Google Cloud

Analytics: Google Analytics, Adobe Analytics

Advertising: Google Ads, Facebook Ads