

SHREYA WAGHMARE

PAID MEDIA SPECIALIST

✉ waghmare.shreya@gmail.com 📍 Mumbai/Bangalore

🌐 www.linkedin.com/in/shreya-waghmare-8aa455191/

PROFILE

A passionate digital marketing professional with over 3 years of hands-on experience in creating and managing online ad campaigns, seeking a challenging role in Marketing to leverage extensive skills and contribute to business growth and client success. Experience includes managing Google, Meta and Native Ads for my current company at an 8-figure monthly spend.

SKILLS

- Digital Marketing
- Project Management
- Stakeholder Management
- Insights and Analytics
- Analytical Skills - Tableau,
- Problem-Solving
- Leadership
- Business Growth
- Adaptability
- Google and Meta Ads
- ChatGPT & Midjourney

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Symbiosis International University
Feb 2024 - May 2026

DIGITAL MARKETING CERTIFICATION

Indian Institute of Digital Education
Dec 2019 - May 2020

BACHELOR OF MANAGEMENT STUDIES

*NG Bedekar College - Mumbai
University*
July 2016 - July 2019

WORK EXPERIENCE

PAID MEDIA SPECIALIST

Groupon | Bangalore | Feb 2023 - Present

- Effectively managed paid advertising campaigns across prominent platforms such as Google, Meta, RTBhouse, Criteo, Adroll, and more.
- Successfully led entire campaigns, boosting Google Display ITNL performance by an impressive 180%.
- Demonstrated strategic problem-solving skills in key seasonal campaigns.
- Achieved exceptional results through hands-on and detailed campaign management.
- Regularly reported and shared insights with cross-functional teams, higher leadership, and channel representatives.
- Ensured effective stakeholder management through consistent reporting and communication.
- Informally mentored and supported two team members, contributing to a collaborative team culture.

SENIOR DIGITAL MARKETING EXECUTIVE

Ketto | Mumbai | Feb 2021 - Jan 2023

- Managed Google, Facebook, and Native Ads for the company.
- Oversaw a monthly ad spend exceeding 3Cr.
- Achieved an all-time high revenue for the Google Display Platform.
- Increased annual revenue by over 45%.