

Adeline Neha

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📍 Bangalore, India

PROFILE

A creative, and analytical marketing professional with a passion for problem-solving. Aspiring to be a product manager in B2C - Retail & E-commerce. Enthusiastic about building products that delight users and create impact at scale.

SKILLS

Strategic Planning | Product Marketing

Project & Stakeholder Management

Data Analysis & Insight Mining | Go-To-Market Plans

CERTIFICATIONS & TOOLS

Google Ads Certification

Search, Display, Video, Apps, Measurement

Analytics

Google Trends & Audience Insights, Google Analytics, Facebook Audience Insights, Appsflyer, Firebase, Mixpanel

Collaboration & Design

Miro, Figma, Notion, UXpressia, Adobe Photoshop, InDesign, Illustrator

Media

ComScore, Similarweb, BARC, Simplify360

Ad Platforms

DV360, Google Ads, Facebook Business Manager

EDUCATION

Upraised - CAP Fellow, *Product Portfolio* [↗](#)

Jul 2022 – Oct 2022 | Bengaluru, India

PRD 1 [↗](#) - Spotify - Implementing 'Discover Podcasts' on Spotify to increase user adoption and convert freemium users to premium users in the U.S.

PRD 2 [↗](#) - Pharmeasy - Solutioning to optimize cross-channel communication to improve customer experience and satisfaction on the app for existing users in India.

Postgraduate Diploma in Management - Communications, *MICA* [↗](#)

Jun 2015 – Mar 2017 | Ahmedabad, India

Specialization in Digital Marketing and Media Management

Bachelor of Arts, *Christ University* [↗](#)

Jun 2012 – May 2015 | Bengaluru, India

Triple Major - Communication & Media, English Literature & Psychology

PROFESSIONAL EXPERIENCE

Marketing Consultant - Freelance

Jun 2021 – present | Bengaluru, India

Key work areas - Brand growth, Digital strategy & planning, User Research, Competitor Analysis

- **SuperGaming (June '21)** - Conceptualized and launched the blog, worked on content & SEO strategy, and case studies, which resulted in a traffic increase of 50% within 3 months.
- **Elfin House (July '21 - Present)** - Helped define the marketing strategy leading to a 66% growth in sales in 6 months.
- **Indiefolio (Feb '22 - Dec'22)** - Worked to set up inbound and outbound lead generation processes resulting in a 2.5% increase in quality leads. Helped in creating sales and product marketing collateral which has helped grow client portfolio by 4%.

Planner - Digital Media, *Mindshare* [↗](#)

Jul 2018 – Mar 2021 | Bengaluru, India

Key work areas - Digital strategy, media planning, campaign execution & optimization, results & measurement, and account management.

Brands - IKEA India, United Breweries, Unibic, Great Learning, and Landmark Group.

- Managed cross-functional teams and stakeholder communication, and oversaw strategy development from inception to implementation.
- Built and implemented digital strategy that improved top-of-mind scores from 23% to 36% in the first year of launch for IKEA Hyd, and 7% in 45 days for IKEA Mumbai's market launch.
- Implemented A/B testing experiments that improved conversion rates by avg. of 100 basis points for campaigns on Facebook and Google for IKEA's e-commerce segment.
- Worked on digital strategy for Heineken 0.0 and Kingfisher Ultra Witbier that resulted in an increase in brand health scores by 3% and 6% respectively.

Account Executive, *PAD* [↗](#)

Apr 2017 – Jun 2018 | Hyderabad, India

- Key work areas - account management, campaign planning & execution across ATL/BTL/Digital platforms, vendor management, and reporting.
- Handled accounts across sectors - IT & Services, Education, Healthcare Services, Interior Design, Food & Beverage, Business Incubators, and Real Estate.

AWARDS

MMA SMARTIES 2019: Silver

MADDIES 2019: 2 Gold, 1 Silver, 1 Bronze

IAMAIIIDA 2019: 2 Gold

Big Bang awards 2019: 3 Gold, 1 Silver

EMVIES 2019 - Gold