



Anushree Sharma

Nationality: Indian **Date of birth:** 01/11/1992 **Gender:** Female

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Home: Bangalore (India)

WORK EXPERIENCE

Ad Operations Lead

Yahoo [17/10/2022 – Current]

City: Bangalore

Country: India

1. Responsible for building and maintaining partnerships with Yahoo's high value clients in Canada across products (Native & Programmatic Campaigns) to protect and grow digital advertising revenue from such clients.
2. Work as a point of contact to the advertiser/media agency for all campaign service, operations, campaign implementation, delivery, performance, optimisations.
3. Partner with the sales team to influence key client decision makers by delivering insights and recommendations, maintaining top of mind presence and positioning for Yahoo's advertising products.

Senior Brand Manager

Chalkola [01/02/2020 – 01/10/2022]

Country: India

- Product listing on Amazon for EU and US marketplace
- Optimization of the campaigns
- Managing the influencer to set up live sessions on Amazon and present the product
- Working with the advertising team to fast track the efforts to improve on the quality and reach of the product.

Account Manager-FR Amazon Advertising

Amazon [03/03/2017 – 31/01/2020]

City: Bangalore

Country: India

1. Owning complete portfolio of standard and high value advertiser's accounts and assist them meet their advertising goals via opportunity identification and account optimization.
2. Testing of internal tools and sharing insights with the product and engineering teams.
3. Leading kickoff calls with advertisers and drives discussion using a preset agenda.
4. Analyzing account performance against key metrics to identify, recommend and implement optimization solutions to increase efficiency and meet clients' KPIs.
5. Monitoring and communicating campaign progress through regular, in-depth activity reports and insights, using this knowledge as a basis for future campaigns.
6. Working with Account Management, Sales & Marketing and Product teams to identify and solve issues blocking advertiser performance
7. Identifying opportunities to improve Amazon Advertising's product based on customer feedback, data analysis, and feature gaps with competitive products

French Teacher

Delhi Public School [01/07/2014 – 28/02/2017]

City: Jaipur

Country: India

PRT (FRENCH)

EDUCATION AND TRAINING

Diplôme d'études en langue française (B2.2)

Alliance Française de Delhi [2013 – 2015]

City: New Delhi

Country: India

■ September 2013-December 2015

Cleared elementary term exams(i.e,A1,A2 and B1,B2) conducted by Alliance Française de Delhi in french language.

■ December 2015-Present

At immediate higher level i.e, C1

Bachelor Of Arts;Political Science(Honors)

University Of Delhi [2010 – 2013]

City: New Delhi

Country: India

General

- Political Theory,International And Global Politics,Public Administration,Indian Government And Politics.Feminist Theory And Practice,Indian Foreign Policy

Occupational

- Ethics In Public Domain,Philosophy

Undergraduate;Humanities

Delhi Public School [2009 – 2010]

City: Jaipur

Country: India

General: Functional English,History,Geography,Economics

Occupational: Multimedia And Web Technology

LANGUAGE SKILLS

Mother tongue(s): **Hindi**

Other language(s):

French

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

English

LISTENING C2 READING C1 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user