



# Shivam Ahuja

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## Summary

Strategic marketing professional skilled in brand insights and market research. Adept at building brands through consumer insights, storytelling, and impactful marketing solutions with proven track record in leading cross-functional teams, managing global clients, and delivering tailored recommendations that influence marketing spend and brand positioning.

## Professional Experience

### Project Manager | Nielsen | Gurgaon

- Managed a team of executives, delivering tailored solutions across market research, branding and activation strategies, media evaluation, social listening, and bespoke projects. Oversaw the entire project lifecycle — from planning and costing to delegation and final execution.
- Played a key role in growing revenue by **400%** for the Aramco account, from **\$80K to \$400K**, by delivering tailored, data-backed solutions aligned with the client's marketing objectives.
- Managed a \$2M+ portfolio** for global clients including Aramco, Qatar Airways, and Lenovo, delivering actionable insights to support data-driven decision-making in marketing and sponsorship.
- Oversaw **150% revenue growth across key accounts**, while managing project execution and client communication across **10+ markets and time zones**.
- Selected to lead capability building for Nielsen's Global Capacity Centre in Bangalore; **trained and mentored 50+ new hires** through structured onboarding, presentations, and on-the-job coaching.
- I identified and tailored solutions on several projects to **reduce cost up to 50% of the total cost** for the project to the company and to the client, **saving over \$100k in cost to the company** in 2024.
- I led the **delivery of over 75 deliverables** within 2 months, while **leading a team of 5 executives** across different markets in July of 2024.
- Through qualitative and quantitative insights, helped Viacom identify new assets for branding and activation in their reality TV shows, **enabling a +50% increase of brand placement value** for the partner brands of Viacom.
- Responsible for costing all incoming projects in the MENAPI region, ensuring financial prudence for all projects undertaken in the market.
- SEF, a key client account I managed grew from a **\$35k account to over \$250k**, during the period I oversaw the account, a **+700% growth** during my tenure as the account manager.
- Managed internal communications with **+5 internal operational teams** in addition to external vendors. I led all client communications from onboarding to delivery.
- Helped tailor social media strategy for multiple clients to increase both social media engagement and social media return.

### Insights Executive | Nielsen | Gurgaon

- Delivered **50+ deliverables annually for leading brands** and rights holders across MENAPI, including sponsorship valuations, market research, brand exposure analysis, and ROI benchmarking.
- Supported **20+ client accounts**, translating complex market research, sports media, and sponsorship data into actionable insights for marketing and brand management teams of some of world's biggest brands.
- Acted as the **client-facing POC for MENAPI markets**, managing timelines, expectations, deliverables, and feedback cycles.
- Leveraged Nielsen's proprietary tools and custom Excel models to evaluate brand perception, earned media value and sponsorship performance, supporting clients' budget allocation decisions.
- Identified trends in brand exposure across events and properties, enabling clients to optimize campaign placement and negotiate more effective sponsorship contracts with their partners.
- Partnered with internal teams across 3 continents** to deliver insights tailored to regional marketing goals, improving solution relevance and stakeholder satisfaction.

### Market Intelligence Analyst | Nielsen | Gurgaon

- Built a proprietary esports sponsorship valuation model, automating key inputs and **reducing manual effort by ~5 hours/week** through a standardized, scalable approach.
- Profiled companies by geography, sector, and performance using internal databases to support benchmarking, competitor analysis, and market research.
- Created training materials** on the sports and esports marketing and sponsorship business ecosystem, covering stakeholders, revenue models, and commercial structures to support team onboarding.
- Conducted esports sponsorship valuations through benchmarking, assessing fair market value to guide client negotiations and internal budget planning.

## Education

**BCOM (Hons.) – GGSIPU | Delhi**

## Accomplishments

- Earned the fastest promotion (1.5 years) across the UK, SEA, and MENAPI team, a team consisting of 20+ members.
- Earned the Simply Excellent Gold Award (2022) for taking on several large accounts and delivering consistent quality work to the clients across the year.
- Created training materials on Esports business ecosystems, recognized with a Simply Excellent Bronze Award (2020), improving internal team capability for new market verticals.

## Extra-Curriculars

- Research Intern at the School of Life Foundation. I assisted the NGO in launching its pilot study on public awareness of child sexual abuse in Gurugram. Additionally, I contributed to creating the organization's new website, designing its layout, and its content.
- Core Member of Media & Marketing Committee, IIM Ahmedabad
- Member of the debate team at Chiranjiv Bharti School, 2014
- Practise MMA at Sanshinkan, Gurgaon, 2024