



# Akhilesh Khatuja

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## Summary

Strategy & Insights professional with ~6 years transforming data into impactful client solutions and revenue growth. Skilled in account management, cross-functional collaboration, and strategic planning across Ad-Tech, Consumer Insights, and Digital Analytics. Proven track record of exceeding revenue targets, managing premium client relationships, and leading high-performing teams while delivering data-driven business outcomes.

## Professional Experience

### Client Solutions Specialist | Amazon | Gurgaon

- Managed programmatic advertising campaigns worth ₹60Cr annually representing 30% of Wireless Ads division revenue by serving premium LCS advertisers including Apple and Vivo.
- Exceeded revenue targets by 40% in H1'23 including Apple's first-ever short film campaign worth ₹1.6Cr through new awareness properties like IMDb and FireTV tile placements.
- Improved Android-to-iOS conversion by 35% by redesigning the Apple Switchers campaign landing page with A/B tested creatives (Ceramic Shield, battery life, gaming stability).
- Increased launch day visibility by ~400% through a multi-touchpoint strategy combining Gateway SOV, Live takeover events, and targeted Class 1 campaigns delivering 45M+ impressions.
- Generated ₹45L incremental revenue from 3 Link-Out campaigns by identifying cross-selling opportunities on client payment gateways.
- Achieved 30+ ROAS across 3 high-impact campaigns by leveraging audience insights for Mother's Day and Valentine's Day targeting.
- Led quarterly business reviews with key agencies (Dentsu, OMD, Mediacom) by providing data-driven campaign insights and performance analysis.

### Senior Research Executive | NielsenIQ | Mumbai

- Scaled the P&G social listening project from ₹40L pilot to a ₹3Cr multi-year contract achieving 650% revenue growth across 5 categories with 95% client retention.
- Recovered ₹2.5Cr at-risk baby care project by redesigning analytics methodology within 3-week deadline, preventing client relationship breakdown and securing contract renewal.
- Built integrated consumer intelligence platform across 6 countries combining social data, influencer posts, e-commerce ratings and reviews, and search data for comprehensive competitive benchmarking.
- Negotiated ₹25L annual cost savings by optimizing vendor relationships and implementing performance-based contracts for multi-platform data collection services.
- Led cross-functional team of 8 analysts achieving 90% on-time delivery while managing concurrent projects across FMCG categories.
- Secured ₹6Cr in incremental revenue by renewing 3-year Tata Sky DTH contract during COVID lockdown through strategic brand health analysis, resulting in 9% EBITDA margin increase.
- Generated ₹3Cr in revenue by leading quantitative research projects for media broadcasters through comprehensive consumer insights analysis, contributing to 50% of team's annual revenue targets.
- Designed comprehensive DTH Brand Track methodology for Tata Sky covering 36,000+ respondents delivering ₹2 crores in project revenue while tracking brand equity for 5 major DTH brands.
- Converted 25% of low-viewership segments to mid-high engagement through segmentation analysis of GRP spends and demographics for Star Sports IPL 2020 campaign, generating ₹25L in project revenue.
- Increased client acquisition revenue by 20% by crafting region-specific brand strategies for 6 underperforming markets through brand health metrics and industry trends analysis.

### Staffer | Citi | Mumbai

- Achieved 98% client satisfaction by supervising 10 research analysts and implementing quality controls, ensuring timely research support for critical investment banking deals.
- Managed workflow optimization across multiple projects while maintaining quality standards, balancing regional requirements with deal urgency.
- Trained junior researchers through structured knowledge transfer programs, promoting internal growth and reducing onboarding time.
- Certified in 6 financial databases including Merger Market, Factiva, FactSet, Thomson SDC, Venture Source, and Thomson Reuters Eikon, providing specialized research capabilities.
- Promoted to Staffer & Trainer within 10 months by demonstrating exceptional research capabilities and leadership potential in high-pressure environment.
- Delivered comprehensive equity research, credit reports, and company profiles using multiple databases, enabling successful pitch book formation and client presentations.

## Education

**BBA – Narsee Monjee Institute of Management Studies, Mumbai | India**

## Accomplishments and Awards

- Nielsen Silver Award for Project Contribution on the Social Listening project for exemplifying the core values of Fewer, Faster, Bolder.
- Amazon Hi5 for IMDb Fursat project - Conducted the 1st ever big-ticket top funnel advertising campaign for Apple on IMDb, FireTV and 3P channels.
- Won the debating championship as a speaker at the IIT Bombay debate - Novice Division.
- Awarded best MUN representative of NMIMS MUNSOC.
- 2<sup>nd</sup> best Adjudicator at the ILS Law College Debate.
- 2<sup>nd</sup> place at the INTRA NMIMS Football tournament.
- Broke as an adjudicator at NLS Bangalore Debate.

## License & Certifications

- Hubspot Email Marketing Strategy, Hubspot Academy.
- Fundamentals of Digital Marketing, Google Digital Workshop.
- Sponsored Display Advertising, Amazon.
- Managing Difficult Client Situations, Dale Carnegie.

## Co/Extra-curricular

- Learning and Career Development Co-Ordinator at Niche (Marketing Club of IIM - A).
- Represented the NMIMS MUNSOC at multiple MUN conferences.
- Represented the NMIMS DEBSOC at multiple Debating competitions.
- Participated at the GNLU debate.
- Participated at the Sophia college MUN – MUNSOPHICAL.