

NANDINI WADHWA

Account Manager | Client Servicing | Brand Partnerships
+91 8813841443 | nandiniwadhwa0424@gmail.com | www.linkedin.com/in/nandini-wadhwa

PROFILE

Client-facing Account Manager with 2+ years managing advertiser relationships, campaign strategy, and performance optimization. Managed 675 accounts across technology, retail, financial services, and IT, overseeing \$377,800 in quarterly ad spend and accounts up to \$100K. Skilled at translating performance data into client recommendations, resolving escalations, and building long-term relationships that drive renewals and retention. Now pursuing client servicing, brand partnerships, and consumer PR roles in Mumbai.

EXPERIENCE

Account Manager, Ads Department (Remote) | X

Nov. 2025 – May 2026

- Managed 675 advertising accounts across technology, retail, financial services and IT, serving as primary contact for campaign strategy, performance and account needs.
- Oversaw approximately \$377,800 in quarterly ad spend, including accounts with budgets up to \$100K.
- Optimized 239 campaigns/accounts, using performance data and client objectives to refine strategy and execution.
- Contributed to a 24% increase in CTR, 22% reduction in CPA, and 28% improvement in ROAS through data-led campaign optimization.
- Conducted client performance reviews, translating advertising data into clear growth recommendations and next steps.
- Managed account, billing, tracking and campaign escalations, coordinating with internal teams through resolution.
- Contributed to the retention and renewal of 173 clients through consistent account management and relationship building.

Marketing Strategist (Remote) | X

Sept. 2024 – Nov. 2025

- Managed and optimized digital advertising campaigns on X (Twitter) to maximize ROI and performance metrics.
- Analyzed campaign data, prepared performance reports, and presented insights to clients.
- Resolved tracking, attribution, and performance issues while aligning campaigns with client objectives.

Customer Fulfilment Associate (Part-Time) | Walmart Canada

Feb. 2022 – Mar. 2025

- Supported day-to-day operations including inventory management, checkout processes, and customer service.
- Ensured operational efficiency and high customer satisfaction through effective communication.

Marketing and Operations Intern | Supreme Pest Control

Sept. 2023 – Dec. 2023

- Assisted with marketing campaigns and promotional activities; managed social media and basic content creation.
- Supported lead generation and customer outreach efforts and assisted with inventory tracking and supply management.

PROJECT WORK

Digital Campaign Audit Report | X

March 2025

- Evaluated live marketing campaigns to assess CTR, ROI, and overall performance.
- Delivered data-driven recommendations to improve campaign effectiveness.

EDUCATION

Postgraduate Certificate – Marketing Management (Financial Services)

George Brown College, Toronto, ON | Jan. 2023 – Dec. 2023

Postgraduate Certificate – Financial Planning

Humber College, Toronto, ON | Jan. 2022 – Dec. 2022

Bachelor of Business Administration, BBA (Finance)

Narsee Monjee Institute of Management Studies, Bangalore, India | Aug. 2018 – Aug. 2021

SKILLS

Technical: MS Office, Presentation Skills, Data Analysis, Financial Statement Analysis, Digital Advertising

Professional: Oral & Written Communication, Leadership, Analytical Skills, Organizational Skills, Attention to Detail, Problem Solving, Time Management, Multitasking, Ownership, Result-Oriented, Adaptability

CERTIFICATIONS

- Strategic Management – Copenhagen Business School
- Financial Markets – University of Geneva
- Insurance Strategy – University of Illinois