

Akshay Nayak

agnayak123@gmail.com | +91 82916 49516 | Mumbai, Maharashtra | <https://www.akshaynayak.in/>

Professional Summary

Media professional with around 10 years of experience across media operations, planning, strategy, and campaign management. Strong experience in developing and managing TV and digital media plans, handling brands end-to-end, and working closely with clients and cross-functional teams to deliver campaigns effectively. Started with a strong foundation in media operations and analytics, developing expertise in Excel, macros, reporting, and workflow automation to improve efficiency and simplify complex processes. Brings a combination of media knowledge, analytical thinking, process expertise, and technology-driven problem-solving.

Work Experience

Business Manager — WPP Media - Wavemaker Sep 2024 – Jan 2026

- Handled the media mandate for Revital H Men – Sun Pharma end-to-end, from planning and strategy to execution and campaign performance.
- Managed an integrated TV and digital media plan, with TV accounting for around 65% of the overall media investment and digital used to complement TV and strengthen campaign reach and engagement.
- Developed media plans based on brand objectives, target audience, media consumption, and campaign requirements, with a focus on achieving the right balance between reach, frequency, and efficiency.
- Worked closely with media buying and digital teams to execute campaigns, track performance, and make optimizations based on campaign results and media data.
- Worked directly with the client on media planning, campaign discussions, performance reviews, and recommendations for upcoming campaigns.
- Managed monthly and quarterly campaign reviews, analysing performance and providing key learnings and recommendations for future planning.
- Coordinated with TV, digital, analytics, creative, and media partners to ensure smooth execution of campaigns from planning to completion.

Account Manager — Madison India Nov 2023 – Aug 2024

- Managed key accounts, including Raymond, Balaji Wafers, Brinton Pharma, Weikfield, and Etihad Airways, building strong client relationships and a deep understanding of their business and media requirements.
- Managed TV and digital campaigns end-to-end, from media planning and strategy to execution, monitoring, and optimization, with a focus on improving campaign efficiency.
- Developed customized media strategies based on client objectives, target audiences, budgets, and campaign requirements, and translated them into actionable media plans.
- Led a dedicated team responsible for managing client campaigns and strategic initiatives, ensuring timely execution and smooth coordination across teams.
- Worked closely with clients to identify opportunities, improve campaign performance, and support business growth while maintaining strong client relationships and satisfaction.

Manager — WPP Media - Wavemaker Feb 2022 – Oct 2023

- Managed key accounts including ITC (FMCG), Red Bull, Lupin Pharma, and Truecaller, handling their media planning and campaign requirements.
- Planned and managed end-to-end TV and digital campaigns, optimizing media plans to improve campaign efficiency and achieve the desired reach and delivery.
- Managed end-to-end TV and digital campaigns, optimizing media plans for reach, delivery, and campaign efficiency. Campaign & Competitive Analysis: Conducted pre- and post-campaign
- Conducted pre- and post-campaign evaluations and tracked competitor activity, category trends, and media performance to support future planning.
- Used tools such as BARC, AdEx, MAP, and YUMI for audience analysis, media planning, campaign evaluation, and forecasting share of voice.
- Developed customized presentations and monthly reports covering campaign performance, media strategy, competition, and key recommendations.
- Automated recurring client reports using Excel VBA Macros, improving reporting efficiency and reducing manual effort.

Digital Consultant Manager (Paid Media) — Ethinos Digital Nov 2021 – Jan 2022

- Managed B2B and B2C digital campaigns across multiple platforms, including PPC campaigns across education, BFSI, IT, travel, employment, advertising, and healthcare.
- Analysed sales funnels and campaign performance to identify opportunities for improving efficiency and ROI.
- Worked with clients and internal stakeholders to support business development and client relationships.

Assistant Manager - Operations — Publicis Groupe Nov 2019 – Oct 2021

- Managed media spot budgets and coordinated with creative agencies to ensure timely delivery of campaign materials.
- Audited release orders against aired logs, working with channels to identify and resolve discrepancies.
- Conducted spot-level three-way reconciliations using channel logs, internal system data, and BARC data to ensure accurate media billing and delivery.
- Improved team efficiency through workflow automation, including the design and implementation of ARAM (PubSense) to automate the media reconciliation process.

Executive — Viacom 18 Mar 2019 – Oct 2019

- Managed release orders, commercial creatives, and spot schedules, ensuring compliance with agency agreements and timely campaign execution.
- Conducted quality checks and campaign verification, coordinating with programming, legal, and internal teams to resolve issues.
- Managed sponsorship approvals and execution across regional Viacom18 channels, while maintaining accurate campaign and revenue records.

Operations Executive — WPP Media - Mindshare Fulcrum Jul 2015 – Jan 2019

- Managed spot and budget tracking and generated release orders as per campaign requirements.
- Coordinated with creative agencies for timely delivery of commercial materials and ensured spots were scheduled correctly in the system.
- Audited release orders against aired logs and worked with channels to resolve discrepancies and ensure accurate campaign execution.

Projects

AI & Workflow Automation (Local AI, Ollama, Flowise, n8n, Open-Source Models)

Built and experimented with local AI-powered workflows to automate repetitive tasks, break complex processes into smaller steps, and create practical tools using open-source technologies.

AI-Powered Multi-Agent Workflow (Flowise, Ollama, Local LLMs, BMAD)

Designed a multi-agent workflow where specialized AI agents handle requirements, planning, development, validation, and testing as separate stages of a larger task.

Automated Client Reporting System (Excel, VBA Macros)

Built automated Excel-based reporting solutions to generate recurring client reports, reducing manual effort and improving reporting speed, consistency, and accuracy.

ARAM (PubSense) – Media Reconciliation Automation (Excel, VBA, MS SQL Server, BARC Data, Media Logs)

Designed and implemented an automated media reconciliation solution comparing channel logs, system data, and BARC data. The solution reduced manual reconciliation work and improved accuracy and efficiency.

Skills

Media Planning · Media Strategy · TV & Digital Media · Campaign Management · Campaign Optimization · Media Analytics · Client Management · Advanced Excel · VBA Macros · Workflow Automation · Process Optimization · Data Analysis · Competitive Analysis · Media Forecasting · Custom Tool Development