

SAHIL PANDITA

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PROFESSIONAL SUMMARY

Business Manager at Kily.ai, advising brands and agencies on retail media performance, marketplace strategy and investment priorities. Around five years across retail media and marketplace operations, with experience at Amazon Ads, Flywheel Digital and Dentsu. Combines hands-on campaign and analytics expertise with client relationship management, business reviews and practical growth recommendations.

CORE COMPETENCIES

- **Consulting & accounts:** Brand advisory · Account strategy · Client relationships · MBRs/QBRs · Platform adoption
- **Retail media & growth:** Investment planning · Sponsored Ads · Amazon DSP · GMV growth · ROAS/ACoS/TACoS
- **Analytics & tools:** AMC · SQL · Performance analysis · Kily.ai · Pacvue · Skai · Seller/Vendor Central · CitrusAd · Criteo

CERTIFICATIONS

- Amazon Ads for Retail Advanced Certification - Amazon Ads
- Amazon Ads Retail Certification - Amazon Ads
- Amazon Sponsored Ads Advanced Certification - Amazon Ads
- Amazon Sponsored Ads Certification - Amazon Ads
- Amazon DSP Advanced Certification - Amazon Ads
- AI-Powered Performance Ads Certification - Google Ads
- Walmart Connect Ad Certification in Store Ads - Walmart
- Walmart Connect Retail Media Certification - Walmart
- Walmart Connect Certification in Creative Essentials - Walmart
- Onsite Sponsored Products Basics - Criteo
- PMP preparation - In Progress

EXPERIENCE

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|---|---------------------|
| Kily.ai | Sep 2026 - Present |
| <i>Business Manager</i> | Bengaluru, India |
| <ul style="list-style-type: none">◦ Advise brand and agency accounts on retail media performance, investment priorities and marketplace strategy, aligning recommendations with their business objectives.◦ Lead performance discussions, identify improvement opportunities and translate account insights into clear recommendations and next steps.◦ Work with internal teams on root-cause analysis and strategy changes, coordinating delivery against agreed client priorities.◦ Guide onboarding and adoption across self-managed and platform-managed accounts, helping clients use Kily to support their goals. | |
| Paragon Digital Services (Dentsu) | Jun 2026 - Sep 2026 |
| <i>Account Manager - Retail Media</i> | Bengaluru, India |
| <ul style="list-style-type: none">◦ Owned client relationships for retail media accounts, overseeing strategy across Sponsored Ads and DSP.◦ Led MBRs and QBRs, translating ROAS, ACoS and TACoS into business insights and growth recommendations; coordinated with product, technology and operations teams to resolve escalations. | |

Flywheel Digital (Omnicom Global Solutions)

Aug 2024 - Jun 2026

Marketplace Growth & Performance Specialist

Bengaluru, India

- Owned marketplace performance across a multi-brand EU9 and MENA portfolio, influencing **€1.5M+ in annual media investment** across Sponsored Ads, DSP, CitrusAd and Criteo.
- Drove **28.34% YoY GMV growth** through category demand analysis, high-intent keyword expansion and budget reallocation.
- Supported **£4.5M+ monthly UK GMV** and **€2.5M+ in Italy**, maintaining stable TACoS and 4-6x ROAS across €25K-150K monthly investment bands.
- Delivered revenue **38% above BFCM forecast** through portfolio-level budget reallocation and peak-season prioritisation.
- Led a four-person performance pod and client business reviews; used AMC and SQL to guide investment decisions and built reporting frameworks and onboarding playbooks.

Amazon Ads

Oct 2023 - Aug 2024

Catalog Specialist I - Process Owner

Bengaluru, India

- Managed Sponsored Products, Sponsored Brands and Sponsored Display accounts, conducting audits and recommending changes to improve ROAS and reduce ACoS.
- Governed catalog quality standards across a **35-member cross-functional team** of product managers, business intelligence analysts and program managers; developed listing-readiness and compliance procedures.
- Reduced operational turnaround time by **35%** through workflow automation and process redesign.

Amazon Ads

Oct 2021 - Sep 2023

Catalog Associate

Bengaluru, India

- Supported European advertiser accounts across Sponsored Products, Sponsored Brands (including video) and Sponsored Display, delivering account audits and optimisation recommendations.
- Maintained **99.8% catalog accuracy** while improving processing efficiency by **27%**; optimised listings for search visibility and campaign readiness in India.
- Supported Prime Day and Great Indian Festival campaigns through cross-team coordination, process documentation and onboarding of new associates.

BYJU'S

Oct 2020 - Sep 2021

Business Development Associate

Mumbai, India

- Increased closures by **27%** through lead funnel optimisation and a redesigned follow-up process.
- Reduced customer complaints by **62%** through proactive escalation handling.

SELECTED PROJECTS

Operon Studio | heyoperon.tech

Building a creator workspace for capturing ideas, planning content and organising the creative process.

ShelfScope | shelfscope.vercel.app

Campaign analysis tool that turns CSV reports into opportunities, with adjustable targets and supporting evidence.

AWARDS

Above & Beyond Award (four occasions, 2022-2023) · Rookie Star Award (Aug 2022) · Rise n Shine Award (Sep 2025)

EDUCATION

B.E. in Electronics & Telecommunication | Mumbai University | 2016 - 2020

LEADERSHIP & INITIATIVES

Sr. Operations Manager, TECHxSIESGST | Apr 2018 - Feb 2020

Led a five-person team and generated INR 2M+ in revenue through the BYTECAMP Hackathon.