

PIYUSH TRIPATHI

Client Servicing | Key Account Management | Social Media Marketing | Digital Strategy

Bangalore, India | 99161 58658 | tripiyush@gmail.com | linkedin.com/in/tripiyush

PROFESSIONAL SUMMARY

Client Servicing & Account Management leader with 23+ years of experience (14+ in digital marketing), known for building lasting client relationships, driving account growth, and delivering measurable outcomes for enterprise accounts. Primarily rooted in B2C environments with strong adaptability to B2B contexts. Skilled in marketing automation, paid media, social media strategy, and stakeholder engagement. Currently upskilling in AI & Digital Marketing to drive smarter, data-led client success.

CORE COMPETENCIES

Client Servicing & Relationship Management • Strategic Account Management • Key Account Management (KAM)

Customer Success Management • Social Media Strategy & Marketing • Stakeholder Communication & Leadership

Client Retention & Account Growth • Digital & AI-Powered Marketing • Campaign Performance & Analytics

Cross-functional Team Collaboration • B2B & B2C Digital Strategy • Upselling & Revenue Growth

PROFESSIONAL EXPERIENCE

Senior Manager – Digital Account Services | **Red Baron Pvt. Ltd., Bangalore** | Dec 2018 – Present

- Manage end-to-end client servicing operations for enterprise digital accounts across multiple industries.
- Serve as primary point of contact for strategic clients, ensuring high customer satisfaction and retention.
- Lead multi-channel digital programs including marketing automation, paid media, social media, and content strategy.
- Conduct quarterly business reviews, performance reporting, and strategic planning discussions with key stakeholders.
- Collaborate with internal creative, analytics, media, and technology teams to deliver seamless client experiences.
- Identify account growth opportunities through upselling and cross-functional solution alignment.
- Leverage AI-driven marketing tools and automation to optimize campaign performance and deliver data-backed client recommendations.

Digital Marketing Manager | **Kenscio Digital Marketing Pvt. Ltd., Bangalore** | Oct 2017 – Dec 2018

- Managed key client accounts and maintained strong stakeholder relationships across e-commerce and BFSI sectors.
- Delivered strategic recommendations based on campaign insights and business objectives.
- Conducted regular client meetings, reporting sessions, and performance reviews.
- Drove ROI improvements through data-driven optimization of SEO, SEM, and paid campaigns.

Team Lead – SEO & Digital Strategy | **Responsive Media Tech Services, Bangalore** | May 2015 – Oct 2017

- Led client servicing initiatives for SEO and digital strategy accounts.
- Coordinated directly with clients to understand evolving business requirements and KPIs.
- Delivered strategic consultation and performance insights to improve campaign effectiveness.
- Mentored and managed a team of digital strategists.

Digital Marketing Lead | **Exigent Services Pvt. Ltd., Bangalore** | Apr 2012 – Apr 2015

- Managed client relationships and coordinated execution of digital campaigns aligned with customer objectives.
- Ensured smooth communication between clients and internal delivery teams.
- Developed strategies that enhanced brand visibility and lead generation.

Early Career (2002–2012)

Held progressive roles in business development and marketing at Quexst Solutions, Ajeet Engineers, Reliance Biopharmaceuticals, HDFC Life, and ICICI Bank. Developed core expertise in B2B account management, client acquisition, and relationship building.

EDUCATION

PGDBM – Marketing | Wigan Leigh College, Pune | 2007 | 75%

Bachelor of Information Technology | Manipal Academy of Higher Education | 2002 | 75%

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **AI & Digital Marketing** – *Currently pursuing (In Progress)*

TOOLS & TECHNOLOGIES

AI Tools: ChatGPT, Claude (Anthropic) — actively used for content drafting, campaign ideation, client communications & strategic briefs; AI-powered marketing automation platforms (actively upskilling)

CRM & Project Tools: MS Office Suite, Hootsuite, Mailchimp

Digital Platforms: SEMrush, Moz, Ahrefs, LinkedIn, Facebook, Instagram, YouTube