



ARJUN NAYYAR

Strategic marketing leader turned **AI builder** with **13+ years** of experience driving **revenue growth** through **full-funnel media strategy**, performance marketing, and digital innovation across **Amazon Ads, GroupM, and Jivox**. Rare four-sided industry perspective — creative agency, **ad-tech** startup, media agency, and big tech platform. Proven track record of **P&L ownership**, building businesses from zero, and leading cross-functional teams across India, APAC, and EMEA. Now applying **AI/ML** capabilities to build production-grade products and intelligent automation systems.

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₹280Cr

Book of business — Amazon Ads

\$5MM

Nike DCO win vs Criteo

13

Countries operated across

4

AI products in production

AI & PRODUCT DEVELOPMENT

AI Builder & Product Creator — Independent

Dec 2025 — Present

Left Amazon Ads to pursue hands-on AI development. Building production-grade AI systems — multi-agent orchestrations, self-improving content pipelines, RAG applications, and financial analysis tools.

Kinetiq BETA

Micro-SaaS fitness coaching platform. 30+ n8n workflows with Telegram interface. Multi-agent orchestration learns user preferences, injuries, and goals over time. **3 alpha users. Entering paid beta.**

Content Engine LIVE

Production-tested on live LinkedIn. n8n pipeline: scrape → draft → publish (human-in-the-loop approval). Weekly Analyst agent autonomously reviews post metrics and rewrites style guidelines.

Gita RAG App

RAG on Supabase with embedded Bhagavad Gita corpus. Pipeline researches trending geopolitics/business topics and produces long-form scripts linking current events to Gita shloka context. Script written; deployment in progress.

MF Analyzer

Open-sourced on GitHub. Python tool that ingests MF Central statements, NIFTY benchmarks, and NAV history — computes Sortino ratio, max drawdown, and rolling CAGR (3m–24m) with automated benchmark comparisons.

Skills acquired: Python · n8n workflow automation · RAG (Supabase) · Multi-agent orchestration · Prompt engineering · API integration · System design · Claude Code

WORK EXPERIENCE

Amazon Ads India

Account Partner Lead

Jan 2025 — Dec 2025

Leading 6-member team driving ₹280Cr book of business across Search & Display ad revenue for 35 Audio & Smartwatch brands (Boat, Noise, Sony, Garmin, OnePlus)

- Exceeded H1'25 revenue target — 102% for Audio (+28% ads YoY vs +9% GMS YoY) and 106% for Smartwatches
- Drove 46% ad revenue growth for Audio & Smartwatches during Prime Day 2025, 1.5X higher than Consumer Electronics category — through focused sales planning, ad supply forecasting, and campaign execution
- Pioneered ₹300Cr+ ad supply integration, positioning Amazon Ads as first team to offer full-funnel visibility across TV, Print, PR, Meta & YouTube. Secured alignment from Ads and Category leadership
- Automated team's weekly business and campaign performance reviews (35 brands on Search Ads; 15 also active on Display Ads) using Python — reduced prep from 1.5 days to 1 hour (80% time saving)

Sr. Ad Strategy Manager

Apr 2024 — Dec 2024

Built and scaled custom solutions unlocking incremental revenue; close collaboration with Product and Measurement teams across India and globally

- Built GTM for MiniTV (now MX Player), integrating content and ads. Onboarded 15 electronics brands, unlocking ₹24Cr in revenue
- Launched and scaled Custom Landing Pages to ₹15Cr in Y1 revenue — built pricing tiers, GTM pitch, and case studies to drive brand adoption
- Pioneered pDOOH ads with HP as first India market test — secured ₹1.7Cr revenue as proof of concept
- Established Ads Measurement charter with India leadership — launched 1P surveys (Qualtrics), initiated global integration of Lifesight for offline footfall lift, scaled multi-platform full-funnel reporting via Amazon Attribution

Sr. Client Solutions Manager

Apr 2022 — Mar 2024

Led 3-member team for 30+ Large Appliance and TV brands (Samsung, LG, Sony, Haier, Panasonic, Godrej). Generated ₹63Cr in ad revenue (+5% YoY in 2023 & 2022)

- Pioneered 'AC Summer Season' — recurring revenue stream via 5-month Display packages. Drove ₹6.4Cr (+50% YoY), 100% brand participation in 2024 (up from 44%)
- Partnered with Samsung India leadership (~20% revenue) to optimize audience funnel — +15% MoM retargeting growth, 2X avg. campaign value while halving volume
- Drove adoption of Off-platform Display & FireTV across key brands — 25% lower CPGV, 3.5X lift in long-term conversions, and active campaign rate rising from 9% (2022) to 43% (2024)

Wavemaker Indonesia / GroupM

Part of the GroupM network, the world's largest media investment company

Partner, Digital

Sep 2020 — Mar 2022

Managing digital investments for L'Oréal, Wavemaker's largest client

Overhauling L'Oréal's ad-tech stack

- Spearheaded first-party audience audit via Google Analytics — retired 100+ dead audience segments, launched 60 new ones. Aligned cross-functional teams to drive adoption, improving campaign performance and expanding reach
- Reduced digital persona overlap from 95% to ~40% while maintaining overall Reach. Led cross-company taskforce (Brand, Ecommerce, Creative, CMI, Media) to create 16 brand-unique personas
- Designed and piloted Shopalyst integration to recover cross-category purchase data lost to e-commerce platforms
- Drove adoption of Campaign Manager across L'Oréal brands to analyse the consumer journey and optimize the media mix

Driving operational excellence

- Facebook: Achieved 50% cheaper cost per incremental brand lift and 2.3X increase in online purchases via Branded Content Ads and CPAS (e-commerce integration)
- Google: Improved ROAS and CVR for L'Oréal Paris by 44% & 218% and for Maybelline by 35% & 238% by driving adoption of Google Shopping
- TikTok: Led 7 pilot campaigns targeting 18–24yr audiences, driving strategic shift from Meta to TikTok in L'Oréal's video mix — making TikTok a permanent, high-impact channel

Jivox

Global leader in Ad Personalization (DCO) — AI/ML-powered personalized rich media ads at scale on DV360, TTD, and Meta

Vice President, Customer Success & Client Strategy

Jun 2016 — Aug 2020

Founding member of CS & Client Strategy teams. Promoted 3x in 3 years. Led 10 directors across 4 countries. Fortune 1000 clients: Nike, Unilever, Nestlé, Toyota, Marriott, Coupang

Account Acquisition & Business Development

- Won Nike Europe DCO mandate (\$5MM/yr) beating Criteo and Flashtalking. Pilot delivered 20% higher CTR at 12% faster TAT via product feed integrations at scale
- Secured \$1.5MM/yr Unilever APAC contract by demonstrating \$30MM in 3-year savings via automated creative production and eliminating manual copy translation
- Led RFI and onboarding for Toyota across UK, France, Italy, Norway, Sweden and Germany. Conducted in-person product training and DCO workshops for brand and agency leadership

Account Retention & Growth

- Achieved 100% Gross Revenue Retention (GRR) 2018–2020
 - Launched 50+ DCO campaigns for Unilever across Indonesia, Singapore, Vietnam, Thailand and the Philippines
 - Spearheaded 8 Nike campaigns spanning 39 countries, 18 languages, 100K+ SKUs — 30% higher CTR, 12% lower CPC vs prior partner
 - Delivered 4X category average RoAS for Marriott, per Google's benchmark for rich media display banners
 - Built QuickSight dashboards cutting campaign monitoring time by 83%, freeing team for strategic work. Led 30+ QBRs with pareto-brand stakeholders to strengthen retention
- Expanded Marriott into EMEA — increasing portfolio of managed properties by 10% (8 always-on campaigns, 5,700 properties across US, EMEA and APAC), fuelling 8% YoY account growth
- Led Coupang (Korea's top e-retailer) campaigns deploying 'best seller' and 'product recommendation' logic across 85M+ product feed — achieved 5X CTR benchmark, 200% account growth

Additional Experience

Asst. Manager, Communications — Deepalaya (Non-profit)

Jun 2013 — Dec 2014

- Led digitization of outreach. Built brand website, social media presence — drove 18% YoY increase in donations from HNIs and Corporates
- Led website redesign migrating architecture to Drupal, integrating a blog. Implemented SEO best practices and published 88 articles in 12 months — improved Google search rank from #16 (Page 2) to #2 (Page 1)

Copywriter — FCB / Interpublic Group

Jul 2011 — Jun 2013

- Founding member of the agency's Interactive Media division — conceptualized and pitched digital campaigns to Tata Motors, ICICI Bank, Amul, Hero MotoCorp, LIC, HCL, Godrej and Nerolac
- Lead Copywriter for LIC, contributing to 40% of FCB's digital revenue. Crafted e-mail, display and website campaigns
- Unlocked ₹50 lakh in revenue from successful pitches to Mentos and Jaguar-Land Rover
- Led three product launch campaigns for Amul Ice-cream, Tata Manza and Tata Vista D90 — latter won Bronze at the 2013 Indian Digital Media Awards

CORE COMPETENCIES

Marketing & Strategy	Full-funnel marketing · GTM strategy · Product marketing · Performance marketing · Revenue operations · P&L ownership
Ad-Tech & Platforms	Amazon Ads · DV360 · TTD · Meta · Campaign Manager · DCO / Personalization · Lifesight · Amazon Attribution · Qualtrics
AI / Technical	Python · n8n automation · RAG (Supabase) · Multi-agent orchestration · Prompt engineering · API integration · Claude Code

EDUCATION

Indian School of Business (ISB) — PGP in Management (Marketing & IT)	2015 — 2016
Xavier's Institute of Communication — PG Diploma in Advertising & Marketing	2010 — 2011
Amity School of Business — BBA	2006 — 2009