

Ameya Jalihal

Business Head | Division P&L & Profitability | Team Leadership | Pricing & Commercial Strategy

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PROFESSIONAL SUMMARY

Business and division leader with **8.5+ years** of agency-side experience, including a COO mandate, owning the **profitability**, team performance, and growth of full-service marketing operations. Proven **P&L accountability** across **multi-crore retainer books** managing revenue, **margins**, delivery costs, and **resource utilisation** while protecting quality. Leads managers across design, content, performance, and account functions; sets goals, makes hiring, performance, and exit decisions, and builds accountable, high-performing **teams of 20+**. Owns pricing and commercial strategy including **effort estimation**, proposal pricing, and **margin-driven** frameworks alongside **QBRs**, **client retention**, **new-business pitches**, and a managed network of freelance and agency partners. Client portfolio includes **Titan**, **PhonePe**, **HCL**, **Coca-Cola**, **Red Bull**, **Bacardi India**, **Godrej Jersey**, and **FireFox Bikes**. **MBA in Marketing Research and Strategy, University of Technology Sydney**.

KEY SKILLS

- **Division P&L Ownership | Revenue & Margin Management | Resource Utilisation | Account Profitability | Operational Efficiency**
- **Team Leadership | Hiring & Exit Decisions | Performance Management | Goal setting | Cross-Functional Delivery**
- **Pricing Frameworks | Effort Estimation | Proposal & Scope Pricing | Margin-Driven Growth | SOW Governance**
- **Quarterly Business Reviews | Client Retention | Escalation Resolution | Retainer Portfolio Management**
- **New Business Pitches | BD Support | Pitch Narrative & Positioning | Competitor & Market Research**
- **Capacity Planning | Bandwidth Management | Freelancer & Agency Partner Management | Sales Collateral**

PROFESSIONAL EXPERIENCE

Account Director & COO

Ideamint (Chaitra Creations & Consultancy Services LLP), Pune

November 2025 – Present

Full-service creative and marketing agency | FMCG, Fintech, D2C, Government verticals | **20+ person team**

- Serve as senior client relationship holder across all active agency accounts; own the brief, manage delivery, chair status reviews and **QBRs**, and act as first point of escalation for every account.
- Manage entire **retainer portfolio** with full **P&L accountability**; responsible for **SOW governance**, retainer billing, pricing and **effort estimation**, scope change management, and account-level **margin**.
- Drive organic account growth through structured **upsell** conversations, scope expansion, and **cross-sell** into new service lines; convert project clients to retainer relationships.
- Lead **cross-functional delivery** team of **20+ professionals** across creative, strategy, copy, AV, performance marketing, digital, and events; oversee briefing, resourcing, quality review, on-time delivery, and a managed bench of freelance and agency partners.
- Built the agency's first **client health dashboard** providing leadership a live view of account RAG status, retainer utilisation, revenue pipeline, and churn risk indicators.
- Drive new business pitch development across FMCG, Real Estate, and Government verticals; own pitch narrative, strategic positioning, and senior stakeholder presentation.
- Retained **100% of active retainer accounts** through consistent delivery quality, proactive communication, and strategic alignment with client commercial objectives.

Head of Growth & Operations (Account Director)

Wit & Chai Media LLP, Pune

January 2024 – October 2025

Integrated marketing agency | FMCG, retail, F&B, and consumer goods | multi-brand **retainer portfolio**

- Owned senior client relationships across FMCG, retail, and F&B brand accounts including **Godrej Jersey** (dairy packaging, retail brand communication) and Tom Yum (F&B packaging, SKU-level identity); managed briefs, delivery, and client satisfaction end-to-end.
- Turned around three at-risk accounts facing churn: diagnosed brief-to-delivery misalignment, restructured SOWs, rebuilt delivery cadence, and retained all three clients with improved satisfaction scores and expanded retainer scope.
- Grew average account value through structured **cross-sell** into additional service lines including digital, AV, and ATL; converted single-service project clients into multi-channel retainer relationships.
- Designed KRA and KPI frameworks for all account and creative roles, creating measurable delivery standards aligned to client commercial outcomes and agency **margin** targets.
- Improved **pitch-to-win conversion** rate by restructuring proposal narratives and capability presentations around client business priorities.

Marketing Manager

Amber, Pune

August 2023 – December 2023

- Managed integrated brand campaigns across Meta, LinkedIn, and YouTube; owned content calendar strategy from brief to final asset delivery. Reported weekly on campaign performance via GA4 and Facebook Insights.

Manager: Business & Innovation (Senior Account Manager)

DVIO Digital, Pune

April 2022 – August 2023

B2B digital agency | Electronics, manufacturing, steel, and media clients

- Managed and grew a portfolio of B2B accounts independently, generating **Rs. 72 Lakhs** in annual contract value; accountable for brief intake, SOW structuring, delivery, retainer renewal, and relationship ownership.
- Initiated a monthly market intelligence and account insight report tracking competitor positioning, client industry trends, and emerging tech signals; delivered to senior management and used to inform **upsell** conversations.
- Structured and negotiated retainer renewals and scope expansions across electronics, steel, and manufacturing accounts, growing ARR within the existing client base without new business additions.
- Translated technical product advantages into commercial brand narratives across digital presence, Meta/WhatsApp ecosystem, and technology-adjacent content.

Client Partner (Account Manager)

DVIO Digital, Pune

January 2021 – April 2022

Combined ARR: **Rs. 1.5 Crore+** | Key accounts: **Titan CBG, HCL, PhonePe, NIIT, ZebPay, Shapoorji Pallonji (Vanaha), FireFox Bikes, Art & Parfum**

- Owned day-to-day senior client relationships across 8 named accounts; served as primary contact for briefs, feedback, approvals, and escalations, managing relationships independently without senior oversight.
- Coordinated cross-functional creative, design, and media teams to deliver integrated brand campaigns across digital, print, and experiential channels; maintained brief-to-delivery fidelity and managed client expectations at director level.
- Maintained **negligible account losses** during tenure through proactive relationship management, on-time delivery, and commercial responsiveness.

Marketing Specialist

Simple Store, Sydney, Australia

June 2019 – June 2020

- Managed omnichannel brand strategy and demographic research for an international consumer retail brand; onboarded 4 agency partnerships and coordinated multi-market content delivery across digital and in-store channels.

EARLY CAREER

Project Executive / Event Consultant | Only Much Louder (OML Entertainment), Mumbai & Pune | October 2012 – January 2017

Executed brand activations for **Coca-Cola, Red Bull, and Bacardi India**; managed live event production, multi-sponsor brand commitments, and on-ground consumer engagement at scale.

Marketing Executive | Pune Invitational Supercross, Pune | 2014 – 2016

Drove **34% increase in ticket sales** through targeted campaigns; managed full media plan and multi-partner sponsorship.

EDUCATION

Master of Marketing: Research and Strategy

University of Technology Sydney

2017 – 2019

Specialisations: Consumer Behaviour | Global Brand Strategy | Marketing Research

Bachelor of Commerce

Symbiosis College of Arts and Commerce, Pune

2012 – 2015

CERTIFICATIONS AND LANGUAGES

Certifications: Online Marketing Foundations | Social Media Marketing Foundations | Negotiation Skills Workshop

Languages: English (Professional) | Marathi (Working) | Hindi (Working)