

SUPRIYO DEY

Sydney, NSW, Australia | +61 431 625 233 | supriyo.d.1999@gmail.com
linkedin.com/in/supriyo-dey-523978189

Performance marketing and consumer insights professional with five years of experience across agency, B2B and research roles. Led an eight-person team and managed a US\$4M annual media budget for Mondelez International. Expertise in e-commerce strategy, marketing research, campaign optimisation and translating data into commercial recommendations.

PROFESSIONAL EXPERIENCE

WPP MEDIA

Aug 2024 - Jun 2026

Business Manager (promoted Nov 2025)

Mumbai, India

- Directed digital performance media strategy for Mondelez International, the portfolio's largest client by revenue, managing an annual marketing budget of approximately US\$4M across Amazon and Flipkart.
- Managed an eight-person team across concurrent strategy, research and campaign workstreams; set priorities, delegated responsibilities and reviewed campaign execution against business objectives.
- Led new-product market acceptance research to understand customer response and inform product positioning, audience selection and launch strategy.
- Ran pricing studies and product feature evaluations, translating research findings into recommendations for value propositions, marketing strategy and campaign development.
- Oversaw multiple marketplace campaigns and digital shelf optimisation across product categories, aligning media planning and execution with visibility, conversion and sales objectives.
- Developed hyperlocal customer acquisition and marketplace strategies that achieved 59% market share on Flipkart Minutes.
- Optimised paid search and paid social campaigns through A/B testing and precision targeting, driving approximately 120% year-on-year sales growth during major Amazon and Flipkart sales events.
- Spearheaded performance campaigns recognised at the EMVIES, SMARTIES and Flipkart Jury Awards, including Gold honours.

SUSTECH SOLUTIONS FZCO

Aug 2023 - Jul 2024

Market Specialist

Dubai, UAE

- Developed market activation strategies and multichannel B2B lead generation funnels for Yinlong, Admiral Appliances and Admiral Mobility, aligning digital marketing with customer acquisition objectives.
- Built the digital marketing and lead acquisition framework for a commercial electric-bike launch in the UAE, optimising touchpoints for corporate fleet owners and leasing companies.

NIELSEN IQ

Jul 2021 - Jul 2023

Market Research Executive

Mumbai, India

- Delivered quantitative and qualitative market research for Tata Motors, John Deere and Mahindra, translating consumer and market data into actionable marketing insights.
- Led Net Promoter Score (NPS), customer satisfaction (CSAT), pricing and product/feature evaluation studies to inform customer segmentation and commercial decision-making.
- Coordinated an 11-country global NPS programme for Tata Motors, managing stakeholder requirements, cross-market data synthesis and reporting across recurring study cycles.

EDUCATION

Macquarie University

Master of Business Administration

Sydney, Australia

In progress

Kalinga Institute of Industrial Technology

B.Tech, Electronics and Telecommunications Engineering

Leadership: Chief Editor, Kuriosity university magazine.

Bhubaneswar, India

2017 - 2021

SKILLS AND CERTIFICATIONS

Marketing: Performance marketing; retail media; paid search; paid social; programmatic advertising; media planning and buying; B2B lead generation; return on ad spend (ROAS); conversion rate optimisation (CRO).

Research and leadership: Market research; consumer insights; pricing research; feature evaluation; NPS; CSAT; audience segmentation; A/B testing; team management; budget management; stakeholder reporting.

Tools: Amazon Ads; Google Ads; Meta Ads; advanced Microsoft Excel (modelling and formulas); SQL; data analysis and visualisation; AI prompt engineering.

Certifications: Amazon Ads Specialist; Google Ads Certified; Meta Certified Digital Marketing Associate.