

OM KHAGRAM

Marketing Strategy | Brand Strategy & Commercial Performance | Growth Architect

CONTACT DETAILS

- Email: om.khagram@gmail.com
- Phone: +1 (647) 804-2510
- LinkedIn: www.linkedin.com/in/omkhagram
- Location: Toronto, Ontario, Canada

ABOUT ME

Paid media leader with 11+ years driving measurable performance across programmatic, paid social, SEM, and direct digital channels for Canada's most recognized CPG and consumer brands. Managed \$50M+ in paid media budgets across Nestlé, Mondelēz, and Samsonite portfolios, building full-funnel strategies that connect audience data to business outcomes. Experienced leading multi-disciplinary paid media teams, owning budget forecasting and reconciliation, and building AI-driven optimization frameworks that improve ROAS, reduce CPA, and scale campaign efficiency. Entrepreneurial operator who leads pitches and RFPs, develops performance account plans, and aligns creative, analytics, and media partners around transparent KPIs and profitable client growth.

SKILLSET

- Generative AI & prompting
- AI Automation
- AI ad optimization
- Data and Analytics (GA4, Meltwater, Tableau, Adobe)
- Multi-Platform Campaign Management (Meta, TikTok, Pinterest, Snapchat)
- Audience Segmentation & Paid Media Performance Reporting
- Campaign Trafficking, Pacing & Budget Reconciliation
- Programmatic DSP (The Trade Desk, etc.)
- Meta Certified Creative Strategy Professional
- Paid Social and Search Media Buying and Planning

WORK EXPERIENCE

Director, Digital Strategy and Media Operations

Zero trillion, Toronto, February 2026 - Present

- AI Transformation & Product Development:** Building proprietary AI tools and service frameworks that automate media planning, creative testing and reporting, cutting manual workflows by 40+ hours weekly across client accounts.
- Paid Media Strategy & Execution:** Directing full-funnel paid media across e-commerce, lead generation and brand campaigns, owning channel mix and budget governance across Meta, Google and programmatic to consistently hit revenue and ROAS targets.
- Performance & Conversion:** Designing audience segmentation frameworks and A/B test roadmaps tied directly to CPA and conversion KPIs, improving cost efficiency and measurable ROI across all active paid channels.
- Operational Leadership & Business Growth:** Standardizing cross-functional governance playbooks that align creative, analytics and media teams under unified performance targets, reducing delivery timelines and improving margin efficiency at scale.

Director, Digital Strategy

Citizen Relations, Plus Company, Toronto, July 2024 - January 2026

- Paid Media Strategy & Execution:** Directed integrated paid media and digital strategy for Tier-1 enterprise accounts (Nespresso, Jack Link's, Quaker Oats), leading cross-functional teams across creative, analytics, and dev to execute full-funnel paid programs that drove measurable brand and demand outcomes.
- AI-Driven Optimization & Reporting:** Built and operationalized AI-driven paid media optimization frameworks for creative testing automation and audience personalization, automating 40+ hours of manual reporting weekly and improving conversion efficiency across all active paid channels.
- Performance & Conversion:** Designed paid media conversion funnels and A/B test roadmaps across social and programmatic channels, improving ROAS and MQL quality through data-led creative and audience segmentation strategies tied to sales KPIs.
- Business Growth & Leadership:** Led cross-functional pitch teams and RFP responses expanding paid media scopes by 50% YoY, translating performance data and channel strategy into proposals with transparent ROI measurement frameworks.

Director, Digital Strategy and Media Operations

Zero trillion, Toronto, April 2023 - July 2024

- Programmatic & Omnichannel Execution:** Built in-house paid media capabilities from the ground up, designing omnichannel programmatic, paid social, SEM, and OTT strategies that unified paid, owned, and earned media into a results-accountable media engine.
- Campaign Performance & Results:** Led paid digital campaigns for Niagara Falls Tourism that outperformed industry benchmarks by 68% and exceeded awareness and conversion goals by 92%, using precision audience targeting and always-on paid media optimization across programmatic and social channels.
- Cost Efficiency & CPA Reduction:** Implemented AI-driven paid media personalization and always-on optimization flows that improved CTR by 87%, CVR by 64%, and reduced cost-per-acquisition across a diverse client portfolio.

WORK EXPERIENCE (CONTINUED)

Digital Strategy and Media Manager

Vayner Media (Gary Vaynerchuck's Vayner X), Toronto, November 2022 - April 2023

- **Multi-Platform Budget Management:** Managed a \$30M Mondelez Canada paid media portfolio (Oreo, Chips Ahoy!, etc.) across Meta, TikTok, Snapchat, and Pinterest, driving data-led buying and creative optimization that improved CPM by 27% across 8+ brand campaigns.
- **Cross-Channel Planning & Governance:** Directed paid media planning across social, search, and programmatic for 8+ concurrent brand campaigns, building scalable governance processes that maximized reach, frequency, and budget efficiency at the portfolio level.
- **Operational Efficiency & Measurement:** Engineered paid media measurement and content ops frameworks to accelerate creative variation testing, reducing reporting turnaround by 40% and reallocating team capacity toward higher-value optimization work.

Associate Director of Paid Social Strategy and Media

Kinesso Media (IPG Mediabrands), Toronto, November 2021 - July 2022

- **Team Leadership & Portfolio ROI:** Led a six-person paid media team across Nestlé Canada (KitKat, Starbucks at Home, Nescafé, Perrier, San Pellegrino), directing end-to-end programmatic and paid social strategy with full budget ownership — delivering a 23% YoY lift in digital ROI and 7% quarterly improvement in reach/frequency performance.
- **Budget Forecasting & Financial Accountability:** Owned full paid media budget forecasting, pacing, and reconciliation across the Nestlé Canada portfolio; executed a B2B paid lead generation program with CRM integration that lifted qualified leads by 22% MoM while building standardized executive performance dashboards.
- **Platform Innovation & Trafficking:** Pioneered Canada's first Pinterest API for Conversion activation for KitKat's Easter campaign — managing all trafficking, technical dependencies, and measurement from launch to delivery, resulting in a globally recognized Pinterest paid media case study.

Senior Manager, Digital Strategy and Media

Social Know How, Vaughan, February 2020 - November 2021

- **Team & Paid Media Operations:** Led a 7-person paid media and strategy team across 10+ B2B and B2C accounts in healthcare, lifestyle, and telecom — overseeing paid social, programmatic, and display execution, campaign performance reporting, and creative direction across all active client accounts.
- **Scalable Governance & Growth:** Built paid media governance frameworks and campaign SOPs that enabled 50% agency portfolio growth within 6 months, standardizing workflows and reporting structures to scale output without adding headcount.
- **People Development & Performance Culture:** Mentored and developed team members across paid media disciplines, building a performance culture grounded in data accountability, continuous channel testing, and measurable client ROI outcomes.

Account Manager

Interactive Avenues (IPG Mediabrands), June 2015 - July 2018

- **Paid Media Planning & Buying at Scale:** Led integrated paid media strategy for global accounts (Amazon, Samsonite, Castrol/BP), overseeing \$20M in digital media planning and buying across paid social, search, programmatic, and display channels with a team of 6.
- **Award-Winning Performance:** Delivered paid media campaigns totalling \$20M in managed spend — recognized with 8 industry awards for "Best Use of Data," "Best Online Campaign," and "Customer Engagement" through precision buying and performance optimization.
- **Business Development:** Collaborated with cross-functional teams and senior leadership to win new business, expanding the agency's client portfolio.

Digital Marketing Executive

Binary Web Solutions, May 2012 - August 2014

- **Digital Strategy & Brand Growth:** Played a pivotal role in social media marketing, digital strategy development, and client management for clients like Rolling Stone Magazine and various e-commerce brands.
- **Performance Impact:** Improved clients' digital presence by nearly 60% through implementation of strategic initiatives including influencer marketing and content marketing.
- **Data-Led Recommendations:** Conducted research, analyzed clients' media efforts, and curated data-driven recommendations to help teams create performance reports and drive brand growth.

EDUCATION

Strategic Relationship Marketing (Post Graduate)

George Brown College, Toronto

Advertising - Digital Media Management (Post Graduate)

Durham College, Oshawa

Bachelor of Management Studies - Marketing

University of Mumbai, India