PREETISH PANDA – Product and Marketing Management | 6+ Years of Total Work Experience

Flat no 102, Sri Sai Grace, Lake View Road, Near Rama Temple, Doddanekundi, Bangalore, Pin-560037
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Date of Birth: 03rd Jan, 88

PROFESSIONAL EXPERIENCE (6.5 YEARS)

Organisation	PromptCloud Technologies Pvt. Ltd.	Duration	23 Months (Oct-2016 to Present Date)
Designation	Marketing Manager	Key Role	Marketing Management

Keywords: Brand Building, Digital Marketing, Content Marketing, Growth Hacking, Digital Analytics, PR, Marketing Automation

- Studying customer target persona, increasing lead flow and nurturing the same via marketing automation and promotions.
- Performing market research, competitor and data analysis to gain command over product portfolio and adding new revenue channels.
- Building strong brand via content marketing, influencer marketing, social media promotions, public and media relations.
- Creating and executing SEO strategy via keyword analysis (using Google Webmaster, SpyFu, SEMrush, etc.), backlink building, monitoring SERPs and website optimization including A/B testing.
- Tracking metrics for own content and various promotions via email, social media, search (PPC) and display ads using Google Analytics.
- Planning and driving sprints across the teams to accomplish tasks in a timely manner with resource constraint.
- Creating product requirement document, wireframes and user stories for new product or feature launch and executing the marketing activities.
- Participating in events and conferences to increase visibility in the target market.

Organisation	DoubleSpring Media India Pvt. Ltd. (TeamWave)	Duration	15 Months (Aug-2015 to Oct-2016)
Designation	Product Marketing Manager	Key Role	Product and Marketing Management

Keywords: Product Management, Marketing, SaaS, Customer Outreach, PLM, Competitive Analysis, UX, Inbound, PRDs

- Crafting and executing content marketing plan (articles, infographics, videos, and presentations) to drive awareness, leads, subscription and conversion.
- Growth hacking to increase the customer base of the product via influencer outreach, partnerships, PR and alliances.
- Building and growing online marketing channels; Organic Search, Display, Affiliate and Social, and Mobile.
- Onboarding customers and communicating the value of the product via behavioural emails, in-app instructions and video tutorials.
- Working closely with development teams to deliver with quick time-to-market and optimal resources.
- Prioritizing and specifying the product requirements, creating use cases and working on user experience deliverables such as wireframes and mock-ups.
- Creating PRDs and monitoring post launch metrics for new features to identify improvement opportunities.
- Acting as a product evangelist to build awareness and understanding.
- Setting and tracking KPIs related to customer acquisition, engagement and satisfaction.

Organization	Infosys Ltd.	Duration	14 months (April-2014 to June 2015)
Designation	Senior Associate Consultant	Key Role	Business Analyst

Keywords: Digital marketing, Digital analytics, Social media monitoring, Creating dashboards, Campaign management,BRD/FSD

- Helping clients to design and develop multi-channel digital strategies and deploy digital marketing platform for measurable business outcomes.
- Engaging with clients to identify their business problems, design solution using innovative processes, technology and drive greater synergy and cost savings through marketing innovations.
- Deriving actionable insights for the clients by looking at campaign, consumer and operational data from multiple web properties and help in improving business outcomes.
- Analyzing, measuring and validating social media activities, creating dashboard, reports, social media monitoring, listening, and using digital analytics tool like Google Analytics.

Organization	Oracle Financial Services Software Ltd.	Duration	27 months (Feb-2010 to May 2012)
Designation	Technical Analyst	Key Role	Product Engineering
Technology	Core Java, Swing Framework, JSPs	Tools	Install Anywhere, NetBeans

- Designed and created installers/utilities with new features for OFSAAI. Added new modules and components to installer for performance enhancement.
- Worked as OFSAAI's Product Sustenance Engineer by fixing bugs and developing new features as a part of enhancement requests raised by clients. Provided support to OFSAAI Administrators and Customer Engineers across the globe.
- Responsibilities included understanding the product architecture, integration, source code structure, software build, software development, patch releasing and deployment of the company's workflow and products for its clients.
- Assisted in coordination of technical sales activities related to prospective customers and partners.

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ACADEMIC PROFILE

Degree	Institute / School	Board	Year	Results
PGDM (Communications)	K J Somaiya Institute of Management Studies & Research, Mumbai	SIMSR	2014	2.57/4 (CGPA)
B.Tech (IT)	C.V. Raman College of Engineering, Bhubaneswar	Biju Patnaik University of Technology	2009	7.29/10 (CGPA)
HSC	Kendriya Vidyalaya, Paradip	C.B.S.E	2005	69.8%
SSC	Paradip Port Trust High School, Paradip	Board of Secondary Education, Odisha	2003	83.06%

AWARDS

- Pat on the back - PromptCloud Technologies Pvt. Ltd.
  For uninterrupted contribution and ownership of marketing activities with utmost sincerity and proactiveness. Achieving a benchmark in the level and quality of marketing done at PromptCloud Technologies.

- Above and beyond - PromptCloud Technologies Pvt. Ltd.
  For going beyond the call of duty to achieve marketing goals and significantly contributing to organizational growth.

- I-Appreciate - Oracle Financial Services Software Ltd.
  For significant contribution towards installer development within stipulated timeline while maintaining zero occurrence of error.