

# PREETISH PANDA – Marketing and Product Management | 6.5+ Years of Work Experience

4936 Yonge Street Suite 725 Toronto, ON M2N 6S3 Canada | SIN: 591-212-253

Mobile: 315-626-0756; preetish88@gmail.com

Website: www.preetish.me

## SUMMARY

I'm a hands-on professional with 4.5+ years of experience in marketing and product management along with 2+ years of experience in software engineering. Adept in managing end-to-end product life-cycle – from conceptualization and development to launch and execution of go-to-market strategy.

## PROFESSIONAL EXPERIENCE (6.5+ YEARS)

<b>Organisation</b>	PromptCloud Technologies Pvt. Ltd.	<b>Duration</b>	27 Months (Oct-2016 to Present date)
<b>Designation</b>	Marketing Manager	<b>Key Role</b>	Marketing and Product Management
<b>Keywords:</b> Brand Building, Product Marketing, Content Marketing, Growth Hacking, Digital Marketing, B2B, Marketing Automation			
<ul style="list-style-type: none"><li>Studying customer target persona, increasing lead flow and nurturing the same via marketing automation and promotions.</li><li>Performing market research, competitor study and data analysis to add new revenue channels.</li><li>Building strong brand via content marketing, influencer marketing, social media promotions, public and media relations.</li><li>Leading and executing of various growth initiatives (e.g., loyalty program, referral system, product portfolio improvement).</li><li>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.</li><li>Tracking metrics for own content and promotions via email, social media, search (PPC) and display ads using Google Analytics.</li><li>Creating product requirement document, wireframes and user stories for new product or feature launch.</li><li>Participating in events and conferences to increase visibility in the target market.</li></ul>			
<b>Organisation</b>	DoubleSpring Media India Pvt. Ltd. (TeamWave)	<b>Duration</b>	15 Months (Aug-2015 to Oct-2016)
<b>Designation</b>	Product and Marketing Manager	<b>Key Role</b>	Product and Marketing Management
<b>Keywords:</b> SaaS, Product Management, Market Research, Customer Outreach, PLM, Email Marketing, UX, Inbound, PRDs, CMS			
<ul style="list-style-type: none"><li>Crafted and executed content marketing plan (articles, infographics, videos, and presentations) to drive awareness, leads, subscription and conversion.</li><li>Growth hacking to increase the customer base of the product via influencer outreach, partnerships, PR and alliances.</li><li>Built and grew online marketing channels from scratch (e.g., organic search, display, affiliate, and social).</li><li>Onboarded customers and communicated the value of the product via behavioural emails, in-app instructions and videos.</li><li>Worked closely with development teams to deliver new features with quick time-to-market and optimal resources.</li><li>Prioritized and specified the product requirements, created use cases and worked on UX deliverables such as wireframes.</li><li>Created PRDs and monitored post launch metrics for new features to identify improvement opportunities.</li><li>Established and tracked KPIs related to customer acquisition, engagement and satisfaction.</li></ul>			
<b>Organization</b>	Infosys Ltd.	<b>Duration</b>	14 months (April-2014 to June 2015)
<b>Designation</b>	Senior Associate Consultant	<b>Key Role</b>	Business Analyst (Digital Marketing)
<b>Keywords:</b> Digital Marketing, Digital Analytics, Social Media, Dashboards, Campaign Management, Agile, Business Analysis			
<ul style="list-style-type: none"><li>Helped clients design and develop multi-channel digital strategies and deployed digital marketing platform to improve business outcomes.</li><li>Engaged with clients to identify their business problems, and designed solution using innovative processes, technology to drive greater synergy and cost savings through marketing innovations.</li><li>Derived actionable insights for the clients by looking at campaign, consumer and operational data from web properties.</li><li>Analyzed, measured, and validated social media activities, created dashboard, built reports.</li><li>Performed social media monitoring, listening, and used digital analytics tool like Google Analytics to track vital KPIs.</li></ul>			
<b>Organization</b>	Oracle Financial Services Software Ltd.	<b>Duration</b>	27 months (Feb-2010 to May 2012)
<b>Designation</b>	Technical Analyst	<b>Key Role</b>	Product Engineering
<b>Technology</b>	Core Java, Swing Framework, JSPs	<b>Tools</b>	Install Anywhere, NetBeans
<ul style="list-style-type: none"><li>Designed and created installers/utilities with new features for OFSAAI. Added new modules and components to installer for performance enhancement.</li><li>Worked as OFSAAI's Product Sustainance 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.</li><li>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.</li><li>Assisted in coordination of technical sales activities related to prospective customers and partners.</li></ul>			

# PREETISH PANDA – Marketing and Product Management | 6.5+ Years of Work Experience

4936 Yonge Street Suite 725 Toronto, ON M2N 6S3 Canada | SIN: 591-212-253

Mobile: 315-626-0756; preetish88@gmail.com

Website: www.preetish.me

## ACADEMIC PROFILE

Degree	Institute / School	Board	Year	Results
PGDM (Marketing 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 (12 <sup>th</sup> grade)	Kendriya Vidyalaya, Paradip	C.B.S.E	2005	69.8%
SSC (10 <sup>th</sup> grade)	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.

## REFERENCES

Available on request.