

Summary

Results-oriented professional with 5+ years of experience driving successful product launches, Go-to-Market strategies, and lead generation. Proven expertise in developing impactful marketing campaigns, managing cross-functional teams, and delivering measurable ROI. Skilled in consumer research, crafting compelling product positioning and messaging, and enhancing brand visibility. Passionate about bridging the gap between product innovation and market needs to build impactful, customer-focused product marketing strategies that drive business growth.

Work Experience

Infosys | Associate Marketing Manager June '23 to Present

- Spearheaded the GTM strategy for Infosys SaaS/product solutions, **driving a 25% increase in investments** and expanding market share in the US and Europe. **Engaged 300+ CXO clients through 40+ digital transformation showcases**, boosting brand awareness by 30% via key product positioning.
- Led a comprehensive **product marketing strategy for a 3D Digital AI Sales Engagement Platform**, resulting in a 35% increase in new opportunities within 60 days. Conducted surveys with 500K+ participants to optimize strategies for awareness, TOMA, and SPONT metrics.
- Devised a **customer-centric sales play**, collaborating with leading platforms and delivery partners, which contributed to securing a \$115M large deal. Executed targeted campaigns that **generated 50K+ leads, 20K+ walk-ins, and achieved a 5K+ lead conversion rate**.
- Implemented a **customer advocacy plan**, increasing referrals by 30% and conversion rates by 20%. Developed 35+ high-impact assets, boosting engagement by 16% and driving a 15% sales increase in two quarters.
- Managed a \$100K budget for industry-specific marketing campaigns, driving a **40% boost in share of voice and generating qualified leads worth \$50M**. Led community marketing for a 450K+ member base, fostering 3% repeat purchase growth and 7% increase in referrals.
- Collaborated with cross-functional teams to translate complex AI product features into engaging content (whitepapers, videos), enhancing content clarity by 20% and **audience engagement by 30% within the first quarter**.
- Led **event marketing** initiatives across APAC, EMEA, and the US, managing budgets ranging from \$50K to \$500K, successfully generating over 1,000 leads and driving a 25% increase in event-driven pipeline growth.
- Awarded the Insta Award** for managing marketing strategy for a key account leading to a large deal win (worth \$115 M) in Q2, 2024

Capgemini | Consultant, Large Deal Strategy and Sales Enablement May '21 to June '23

- Led strategy** for over 60 multi-million-dollar deals (£970Mn+), significantly boosting win rates for complex engagements across **APAC, Europe, and US markets with a win rate > 45%**
- Orchestrated cross-functional collaboration** among Delivery, Solution, Account, and Legal teams; crafted and delivered data-driven sales strategies and persuasive presentations, **driving CXO buy-ins**.
- Awarded** the prestigious STAR Award and recognized in the Europe India Awards.
- Fast track promotion** from Associate Consultant to Consultant in 16 months, compared to peer average of 24-30 months.

ZS Associates | Business Operations Associate | Resource Planning and Deployment Division July '16 to February '18

- Developed **segmentation and targeting marketing strategies** to balance the new product's Go-to-Market strategy with existing portfolio resulting in **market share increase by 39%**
- Communicated the vision and value of new/emerging category products to the sales team and developed sell-in assets (**sales training, competitive battlecards and playbooks**)
- Created comprehensive **performance dashboards for >1K sales reps** and worked with brand leaders to identify sales & marketing KPIs

Education

- K J Somaiya Institute of Management, Mumbai** July 2019 – June 2021
Post Graduate Diploma in Management (PGDM) – Specialisation in Marketing | CGPA: 9.24/10
- Maharashtra Institute of Technology, Pune | Pune University** August 2012 – June 2016
Bachelor of Engineering (BE) in Electronics & Telecommunication | 70.29%
Awarded merit certificate for consistently high academic performance by E&TC department

Independent Projects

Kaahaani Ghar – Expanding India’s fabric through folklore (Archiving Indian Folklore) January '23 to Present

- 1500+ strong growing community** backed by Women’s India Chamber of Commerce and Industry (WICCI) and Kalabodh.org
- Conceptualized and set up the website, UI design, along with weekly blogposts, campaigns, email marketing and outreach
- First sponsored offline event with Bangalore International Centre (BIC), Bangalore in September 2024 (covered by Deccan Herald)

Amounce – Brand Campaign (Conceptualization & Implementation) December '22 to February '23

- Led a brand campaign to increase customer engagement by 58% and driving \$1.5M revenue < 3 months

Factors Affecting the Future of the Book Publishing Industry - Final Year Master Thesis May '20 to April '21

- Conducted research to design a prescriptive reader journey model based on factors affecting the book buying behavior to aid the retailers to identify, personalize and increase consumer engagement.