

Samyuktha Shivakumar

Looking for strategic opportunities in the field of marketing

Bangalore, Karnataka - Email me on Indeed: [indeed.com/r/Samyuktha-Shivakumar/cabce09fe942cb85](https://www.indeed.com/r/Samyuktha-Shivakumar/cabce09fe942cb85)

WORK EXPERIENCE

Marketing Operations Specialist & Product Marketer

ThoughtWorks - Bengaluru, Karnataka -

August 2012 to June 2016

Product Marketer - GoCD, ThoughtWorks Studios

- * Responsible for shaping the product marketing strategy of GoCD, an open source continuous delivery product supported by ThoughtWorks
- * Worked cross-functionally with product research and development, design, customer operations and PR to deliver integrated go-to-market strategies for new app releases and product launches
- * Led research initiatives analyzing behavioural metrics, driving and monitoring member insights, and owning competitive insights by using tools like Google Analytics
- * Project headed the revamp of the GoCD website by working in tandem with the design and development team
- * Established a consistent process to handle the launch of new product versions and ensured it worked on a recurring basis
- * Worked with the development and management team to publish relevant content to the open source community on a regular basis
- * Built a strong digital marketing strategy and leveraged the use of several tools to stay on top the product's online presence and reach:
 - BuzzSumo, Hootsuite, and Tweet Deck for social media marketing
 - Google Adwords for SEO
 - Buzzstream, Medium, Wistia and Quora for content marketing

Marketing Operations Specialist - Global Marketing

- * Planned and executed global marketing events to build email campaigns, target audience lists, communication collateral and follow-up processes
- * Expert user of the marketing automation tool Marketo; worked with regional marketing teams globally to set up their systems from scratch
- * Proactively worked on identifying new customer groups and developed optimal channels to reach them
- * Led the creation and management of a marketing performance dashboard that reported on marketing investment, conversion, and overall campaign performance
- * Responsible for providing reliable and consistent metrics on the effectiveness of marketing campaigns to stakeholders, and strategies to improve them
- * Worked in tandem with the design team to develop email and landing page templates, and

created relevant content for them

- * Provided expertise and guidance about marketing automation best practices to global marketing teams by setting internal benchmarks, and ensuring high quality across all regional campaigns

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- * Established an effective process for onboarding new users to Marketo, and developed the required training material

- * Co-ordinated with sales leads to develop an ongoing program that managed all stages of lead development, from cold nurtured inquiries to closed opportunities, ensuring timely follow-up on qualified leads

Highlights at ThoughtWorks:

- Successfully worked with marketing teams in US, UK, Australia, China, Brazil, South Africa and Uganda
- Underwent training with expert Marketo consultants in San Mateo, USA
- Spoke at a number of internal conferences on the impact of marketing automation on business and related topics
- Consistently recognised by management for working effectively with globally distributed team members and successfully completing campaigns

Marketing Specialist

Oracle - Bengaluru, Karnataka -

June 2009 to July 2012

Marketing Specialist - Hardware Programs Lead

- ♣ Designed and executed campaigns based on key industry trends and strategic market opportunities
- ♣ Developed innovative programs aligned to business requirements and sales priorities
- ♣ Worked on campaign target lists, key messages, calls to action and success metrics
- ♣ Aligned closely with stakeholders like Product Marketing, Field Marketing, Sales Consulting and Sales Management teams to execute campaigns
- ♣ Published regular reports on program results, highlighting patterns, growth trends, best practices and key learnings
- ♣ Ensured sales team's readiness through effective sales training and continually worked to optimize processes

Business Analyst - Channel Support Specialist

- ♣ Extended complete sales support to Oracle North America Alliances & Channel Sales team
- ♣ Assisted Field Channel Managers in indirect deal closures with complete operations support from order to cash
- ♣ Primary point of contact to the four exclusive distributors of Oracle and other tier two partners in the North America region
- ♣ Managed the non-standard approval requests through Oracle's unified approval chain
- ♣ Supported Group Sales Director in identifying new growth areas & practices in line with sales strategies

Highlights at Oracle:

- Was awarded the 'Most Valuable Player', an accolade given to the top performer of the team
- Winner of an internal contest for achieving the highest SLA on a consecutive basis
- Instrumental in training the new hires and on-boarding them within a short span of time
- Recognised by senior management for being a key contributor to the sales team

Analyst - Operations

TESCO - Bengaluru, Karnataka -

June 2006 to November 2006

- ♣ Worked as an analyst with the Accounts Payable team
- ♣ Responsible for processing vendor invoices

EDUCATION

Post Graduate Diploma in Business Administration in Marketing and Human Resource

Mount Carmel Institute of Management - Bengaluru, Karnataka

June 2007 to May 2009

SKILLS

Project Management, Product Marketing, Campaigns Management, Digital Marketing, Social Media Marketing, Marketing Operations, Content Marketing, Channels Operations, Marketo Admin User, Microsoft Office, Cross Functional Marketing, Salesforce, Marketing Programs, Global Marketing, Marketo, Training

LINKS

<https://www.linkedin.com/in/samyuktha-shivakumar-85568213/>

ADDITIONAL INFORMATION

Currently on a break to be with toddler child. Looking to get back to work now.

<https://www.linkedin.com/in/samyuktha-shivakumar-85568213/>