

Aheesh Nagraj

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Seeking the Product Management role at Plaid - bringing together my leadership experience, CRM, Marketing Tech and Product Management skills within digital marketing, communication and customer loyalty space.

SKILLS

- Extensive knowledge of CRM, Email, SMS, Push Marketing cloud solutions, Affiliate and Paid digital media marketing.
- Passion for data analysis, visualization and storytelling.
- Experience leading development and product teams, internal or agency partners.
- Proficient in SQL, Snowflake; functional in Databricks, Elasticsearch, NoSQL databases.

EXPERIENCE

Safeway, Pleasanton - Product Lead - Growth **Feb 20-Present**

- Leading the product effort to grow e-commerce and grocery delivery adoption across all Albertsons Companies brands across the nation.
- Covering all key channels of Owned Media (Email, SMS, Push) and Paid Media digital marketing (Social, Display ads, Affiliate marketing).
- Leading efforts with internal dev teams and multiple agency partners.

Safeway, Pleasanton CRM, Marketing Cloud **Aug 17 - Jan 20**

- Product Management Lead managing Marketing Cloud solution and vendors across email & Mobile marketing channels for loyalty and grocery delivery business lines.
- Introduced Mobile Measurement Partner and transitioned Mobile Push provider across all enterprise mobile apps.

Shield-my-wallet.com (self funded side project) **Mar 19 - Jan 20**

- Wallet tracking and transaction notification cloud service for Bitcoin and Ethereum.

Revinate, San Francisco Sr. Product, CRM **May 15 - Jul 17**

- Led the Product and development of CRM and email marketing system for hospitality marketers reaching millions of guests to book direct and personalize their stay.

Responsys, San Bruno Product Manager, Email **May 13 - May 15**

- Led the design and development for email marketing suite Responsys Inc. (Now Oracle Marketing Cloud)

Callidus Cloud, Pleasanton *Marketing Automation* Feb 10 - May 13

- Led the B2B focused marketing automation solution LeadFormix.com
- Developed the CRM integration playbook for Salesforce, Netsuite, SugarCRM, MS Dynamics and ZOHO CRM.

EDUCATION

MBA (Marketing & Finance)

Bachelor of Engineering (Information Science)