Aheesh Nagraj

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Seeking the Product Management role - 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)