

Sriharsha Ganjam

Market Research Designed For Growth

harsha_ganjam@yahoo.co.uk | +91 9945002725

[My LinkedIn Profile](#) | Bangalore - 560076

- 16+ years in **Marketing Analytics** to aid promoting products ranging from Consumer Goods to Art to Software Services
- 15+ years experience **building GTM strategies** based on Analytical Insights
- 10+ years **grooming Marketing teams** to excel in Research & Design
- 8+ years building **Brand Identities** and growing customer base

Areas of Expertise

- Marketing & Market Research
- Web Analytics & e-Commerce
- Reporting & Presentation
- Go To Market Strategies
- Competitor Analysis
- Branding & Creative Renders

Employment History

- **Sep 2022 - Till Date:** Sr Manager Marketing – Lowe’s India, Bangalore
- **Oct 2017 – Jun 2022:** Co-founder – ArtBuRt Lifespaces, Bangalore
- **Apr 2015 – Oct 2017 :** Delivery Manager – Adobe India Bangalore
- **Dec 2011 – Apr 2015 :** Assistant Manager – Tesco HSC, Bangalore
- **June 2011 – Dec 2011 :** Senior Analyst – Fidelity India Bangalore
- **June 2007 – May 2011 :** Senior Analyst – AOL India, Bangalore
- **Dec 2005 – June 2007:** Business Analyst – Dell , Bangalore
- **March 2004 – Dec 2005:** Team Lead – Convergys, Bangalore

Educational Qualifications

Launchpad Diploma in Startup Management

IIM Bangalore, India

Master’s Degree in Operational Research

Lancaster University, UK

Bachelor of Engineering in Industrial Engineering and Management

Bangalore University, India.

Building Marketing Strategies powered by Analytics

- Defined the **optimum marketing timeline** for gardening products in Lowe's based on market research with a potential to earn an extra \$7Million in 2023
- Calculated the **Lost Opportunity** due to Out Of Stock for a popular product in Lowe's at \$18K per week and proactively corrected Marketing Campaigns to exclude the product from all Marketing Communications while OOS
- Highlighted the magnitude of lost opportunity due to Out Of Stock with the replenishment team & ensured the product was **back in stock within 1 week** in adequate quantity to support further marketing activities
- Conducted market surveys in ArtBurt to **understand opportunities** & introduced 4 new digital services to address gaps in Art Industry that were key performers during Covid & featured in news as innovative products
- Managed to **uplift the revenue** of key categories in Tesco by ~16% after studying the price competition in market & price matching the 20 most expensive products without compromising too much on margin
- Built a comprehensive guideline for images used on Product Pages & Marketing Campaigns in Tesco based on image quality in a **first of its kind study** that resulted in an uplift of demand by £13.2K / week
- Participated in building & executing a Marketing Trading Wheel for Tesco that highlighted the **health of its Marketing Campaigns** and pinpointed improvement areas for the leadership to action on
- Devised optimisation plans with category teams in Tesco & Dell to **improve marketing campaigns** using A/B tests involving Ad Copies, Banners, Product Images & Product Descriptions

Standardising Brand Guidelines To Empower Marketing

- Oversee the **generation of marketing creatives** for both in-house brands and vendor brands across multiple formats
- Participate in **creative reviews** with the wider Global Marketing team to assess Lowe's marketing creatives and provide feedback
- Collaborating with Lowe's HQ to build an **extended marketing team** in Bangalore covering all marketing functions from Brand design to Campaign deployment
- Designed the **brand identity** for ArtBuRt & it's owned brands from scratch building Brand names, Logos, Colour schemes and Typography
- Launched **5 ArtBuRt owned brands** for each of ArtBuRt's unique product lines targeting specific user demographics
- Standardised the design language of all ArtBuRt marketing collaterals to ensure **brand recollection**
- Documented & transferred design guidelines to external agencies partnering with ArtBuRt to **ensure consistency** while using brand assets
- Built **creative templates** in Photoshop & trained agencies for mass production of marketing assets used on all ArtBuRt ad campaigns

Recruiting & Mentoring Specialised Talent

- 7 years in people management in Convergys, Tesco, Adobe & Lowe's promoting **collaborative efforts to drive change**
- Part of the Marketing Analytics Leadership team in Tesco responsible for reporting key KPI's and **delivering potent marketing strategies**
- Setup & mentored the Tesco Web Analytic's **Center Of Excellence** to encourage employees to seek answers through critical evaluation
- Well versed in Adobe's Analytical Cloud & Creative Cloud solutions **training Artists and Analysts alike** on tools like Adobe Analytics, Google Analytics, PhotoShop and Premiere Pro,
- Partnered with the US teams in Lowe's to define and hire for various marketing job roles identifying individuals with sharp design & analytical talent **up skilling the team** from 5 to 18 members in 3 months
- Managed workflows across multiple freelance Designers & App Developers to **design and deliver Apps** within deadlines for ArtBuRt
- Started Adobe India's **first ever Audience Manager Consulting team** from one part-time Analyst to fifteen full time Analysts supporting multiple clients across varied geographies in a span of 2 years
- Worked out **head count requirements** for multiple projects in Adobe and negotiated with customers for increasing man power proactively for their projects without compromising on deliverables or team utilisation

Tools and Techniques

- Analytical Tools (**Adobe Analytics & Google Analytics**) - Expert
- Adobe Creative Suite (**Photoshop, Primer pro, Lightroom**) - Expert
- Data Presentation (**Powerpoint, Keynote**) - Expert
- Data Mining (**Excel**) - Expert
- Digital Marketing (**Google Ads & Facebook Ads**) - Good

LinkedIn Profile

<https://www.linkedin.com/in/sriharsha-ganjam>

Creative Branding Portfolio

<https://sriharshaganjam.com>

Sriharsha Ganjam