

## NEYAZ SHAIKH

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*Marketing professional with 12 years of digital and communications expertise for B2B and B2C segments. Skilled in conducting outreach programs for events, webinars, and PR initiatives with industry stakeholders to drive specific commercial outcomes. Demonstrated success in developing and implementing branding & performance marketing strategies to increase market share.*

### PROFESSIONAL HIGHLIGHTS

- Integrated Marketing Strategy, Brand Development and Thought Leadership for S&P BSE Indices to achieve 3x growth in India.
- Proficiency in various digital marketing channels and strategies, including communications to enhance brand reputation and drive business growth.
- Engaged with key stakeholders, including media houses to articulate brand narrative messages across various mediums.
- Ability to develop and implement branding strategies that align with organizational goals and objectives, increase brand awareness, and drive market share.
- Strong analytical and result oriented skills to measure the effectiveness of marketing campaigns, understand customer behaviour, and identify opportunities for improvement.

#### KEY COMPETENCIES

*Lead Generation  
Team Management  
Digital Marketing  
Strategic Alliances  
Marketing Strategy  
Account Based Marketing  
Brand Communication  
Stakeholder Engagement  
Marketing Automation Systems  
Events & Webinars*

### ORGANIZATIONAL EXPERIENCE

#### S&P Dow Jones Indices

Feb 2014 – Jan 2023

#### Marketing Manager, India & Middle East

- Leading the identification, coordination, and execution of various product marketing and demand generation activities, such as digital events, webinars, partner marketing, and public relations.
- Achieved a 50% share of voice in media through the collaboration of internal and external stakeholders in support of the PR mandate and commercial growth.
- Scaling the region's content/video/creative needs by collaborating with various teams within the organization and external agencies to steer timely delivery.
- Targeting and segmentation techniques enabled 2 fold increase in Marketable leads.
- Driving 360° Marketing Calendar, Budget Allocation, and Omni-Channel Digital Marketing Plan Implementation to support sales funnel.
- Successfully led Middle East and Sri Lanka region to leverage the regional product suite with key partners, exchanges, and other market participants for S&P Dow Jones Indices adoption.
- Synergistic Brand Communication with Publications, Academic Partners, and Clients to generate revenue via data/insights/trends.

**iBhejo.com**

**Dec 2012 – Jan 2014**

**Team Lead – Digital Marketing**

- 100% marketing contribution to overall sales pipeline with 25K daily website visits.
- Develop and execute comprehensive marketing strategies that leverage paid advertising, social media, affiliate/alliances, and other outreach programs to drive brand awareness, customer acquisition, engagement, retention and retargeting.
- Promotions for Customer Acquisition, Engagement, Retention, and Retargeting.
- Banner Ads, SEM, Social media, Blogging, Video and ORM to increase revenue for business.
- Collaborated with cross-functional teams to develop and manage marketing budgets, calendars, and plans, ensuring alignment with business objectives and timelines.

**FutureBazaar.com (Future Group)**

**July 2010 – Nov 2012**

**Executive – Marketing**

- In 2 years, the avg. sales revenue per customer increased 3x using detail-oriented interaction.
- Conceptualized, Implemented, and Monitoring Digital Marketing Campaigns and Non-Digital Marketing Initiatives to increase sales.
- Developed ad campaign concepts in collaboration with product, sales, content, design, and web teams.

**ACADEMICS**

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| • <b>Certificate in Digital Marketing.</b>  | 2015 |
| • <b>Post-Graduate in International Business Management (MBA Equivalent),</b><br>University of West London. | 2010 |
| • <b>Bachelor of Management Studies (BMS) in Marketing - Mumbai University.</b>                             | 2008 |