

Shiva Chander

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## SENIOR MARKETING PROFESSIONAL WITH OVER 15 YEARS OF EXPERIENCE

Marketing Strategy & Transformation	Channel Strategy & Transformation	Customer Experience and Engagement
Corporate & Product Marketing	Demand Generation & Customer Analytics	Strategic Content Development & Mapping
Sales & Marketing Performance Optimization	Digital Marketing and Collaboration	Marketing Technology & Adaptation

### SUMMARY OF PROFILE

- Create and execute end to end product marketing strategic programs to pitch right value proposition, go to market and efficiently drive revenue generation. Specialize in end-to-end customer journeys and conversions.
- Share voice and liaise with presales/sales team to support key sales opportunities and product packaging, help customers with product adoption and build a strong pipeline.
- Proficient in providing business consultation, expanded thought leadership, competitive positioning and key messaging strategies by analyzing consumer response scenario, behavior, pain points and preferences.
- Led organization's digital, demand generation, product marketing, email marketing, Social Media, SEO, Content Development, Market Research and contributed in reducing cost per lead using predictive methodologies.
- B2B Salesforce Marketing Cloud and Digital Marketing certified professional.

**Marketing Automation:** Salesforce, Marketo, Hubspot, Exacttarget, Unica, Adobe Campaign, IBM SilverPoP, IBM Watson

**Technical Expertise:** MS SQL Server, HTML, XML, JAVA, CSS 3, Netezza ETL

**Education:** Bachelor's Graduation (Business Management), MBA - Marketing

### EXPERIENCE SUMMARY

#### Milestone Technologies | Senior Marketing Manager | Dec 22 - Jul 23



#### Key Deliverables: (Domain – IT)

- **Lead organization's marketing transformation project.** Deployed multi-channel demand generation campaigns by clarifying business objectives, identifying target group & segmentation, defining customer journey across various touch points and driving brand experience. **Overall Increased marketing influenced pipeline by 40%.**
- Drive marketing strategy for **Application Services and Digital Platform Engineering** portfolio by defining value proposition, formulating execution framework and identifying product positioning dynamics through pain point matrix.
- Partner with product team and sales leaders to redesign effective **go-to-market** strategy to acquire prospects from white space market leading to increase in **net new buyers by 14% in last 2Q** within Application Services portfolio.
- Led content strategy and messaging architecture across different channels to communicate strong USP, differentiator and brand value. Crafted over **35** assets that drove sales enablement, email targeting, blogs and social posts.
- Revamped content framework on Milestone's website adhering to SEO, SEM standardization that led to **27%** increase in organic visitors QoQ and HVE (high value engagements) conversions of **4%** through visibility and awareness campaigns.
- Develop **linear marketing automation strategy** and tactic sequencing by defining customer journey modules to automate drip campaigns that automatically activate actions based on predefined triggers leading to **3x** conversions of leads.
- Deliver best in class **digital campaigns through Hubspot** to establish engagement of prospects to accelerate conversion and fasten sales closure. Devised **ABM** campaigns through email tactic to acquire customer with larger wallet share.

- Generate insights and recommendations on campaign effectiveness to stake holders on follow up rate, rejection rate, pipeline forecasting, brand uplift, revenue per buyer etc.
- Led organization's end to end rebranding program including logo redesign and website rehaul across different stake holders, managed brand surveys, drove communication and brand activation events internally for successful brand launch.
- Managed **8 FTEs** with 3 directly reporting from India and 4 in the US. Worked with **2 agencies** to drive marketing efforts.

#### Dell Technologies | Marketing Manager 1 | Sep 18 - Oct 22



##### Key Deliverables: (Domain – IT)

- **Drive successful multi-channel marketing execution roadmap through field and digital strategic initiatives** that promoted customer acquisition, demand generation. **Effectively saw +12% YoY buyer growth and marketing pipeline by +16% QoQ.**
- **Be a consultant** to business leaders, product stake holders on delivering campaign effectiveness and precision by formulating reports and dashboards on **SFDC, Tableau & Power BI** that furnish **real-time insights** on campaign execution.
- **Create regional marketing plan** by effectively analyzing customer segmentation, customer lifecycle and “Run the Business” objectives to deliver sustainable growth momentum aligned to the AoP metric and Dell's flagship product launches.
- Improved LoB depth and expand Dell's buyer base by devising campaigns that focuses on Acquisition, X-Sell and Upsell programs. Led regular cadence with cross functional teams in developing vision and strategical planning to drive field excellence using various marketing vehicles including **events & digital targeting.**
- Deliver better **targeting Got-to-Market** recommendation partnering with analytics to arrive at the right customer targeting profile derived from **AI/ML modelling.** Create strong value proposition, identify selection criteria and analyze historic sales performance to define best targeted channel leading to better conversions.
- Optimize **digital monetization** campaigns by analyzing website visits, prospect's digital footprint on **Adobe Omniture and Google Analytics** to yield \$ opportunity conversion. About **3%** of digital retargeting converts into opportunity.
- **Expertise in creating strategic content** to enable stake holders and field sales on key play messaging, program packaging and readiness, guidance sales enablement training to optimize conversion and reduce poor follow up rate.
- Led new marketing project roll out - **Customer Experience Platform, Sales Play Automation** initiation, **outbound email retargeting** testing etc. in close collaboration with product stake holders and country marketing teams that strengthen the magnitude of Dell's marketing portfolio.
- **Act as the single point of accountability** to standardize marketing deployment and processes in APJ adhering to metrics of International marketing team and maintain high levels of satisfaction with business leaders and stake holders.
- Handle **integrated marketing budgets** for driving strategic regional projects and impactful product launches across the region through outbound marketing. Track, evaluate and optimize the efficacy of market development spends & ROI.

#### WNS Global Services | Group Manager – Marketing Ops | Aug 17 – Aug 18



##### Key Deliverables: (Domain – Consulting & Analytics)

- Responsible for developing and delivering end to end client marketing program that drives growth in demand and revenue for **Sainsbury's UK.** Led a team of 7 (Marketers, Business Analysts).
- Developed vision, strategy to drive loyalty and retention roadmap for Sainsbury using **IBM UNICA, IBM Watson,** aligned to a clear Sainsbury metric and KPIs, defensible to stakeholders.
- Determine the right marketing mix of marketing metrics to leverage focused audience, profitable marketing channels, customer demand towards a product, provide best offers based on historic data and reduce customer attrition rate.
- Developed and oversee high-performance integrated marketing campaigns across variety of channels with a focus on optimizing conversion rates, reducing customer acquisition cost (**CAC**) and increase lifetime value (**LTV**).
- Optimize digital customer acquisition and lead generation with focus on **SEO, SEM, Social Media.** Engage customers real-time and track traffic, behavior with **Google Analytics, IBM Unica Interact.**
- Designed tests with **A/B & MVT** testing to learn approaches, conduct a pre-campaign during-campaign and post campaign analysis, test and control group analysis leveraging customer data to test offers, creative and messaging.

### Key Deliverables: (Domain – Software Development & Consulting)

- Part of the Global marketing consulting vertical, developed digital and demand generation marketing strategy and implementation for **2** product families of Schneider Software Portfolio by engaging with key product stake holders.
- Developed customer-centric strategy across various tactical vehicles to drive successful executions through demand creation, market segmentation, positioning, go-to-market, branding to optimize customer experience and engagement.
- Support sales team/channel partners in driving communication, key messaging, account penetration that led to building successful revenue channels and sales pipeline. Ensure marketing plan align with business goals and MDF to drive progress.
- Report business results of marketing activities and program effectiveness by using **Google Analytics, ExactTarget, Marketo** and **Salesforce** to measure web traffic, registrations, lead creation and conversions.
- **Instrumentally derive insights through market research**, analyst feedback and partner client interactions to devise plans and bring relevant information in clear, effective and actionable manner to maximize execution and business results.
- **Develop content for brand communication**; enable channel and sales through newsletters, webinars, launches, announcements to boost product positioning, brand visibility and key messaging.
- **Handle regional marketing budget** to devise outbound marketing strategies including organizing events, vendor management and print media agencies, drive registrations and present insights to the stake holders post event.
- Leverage demand generation by implementing marketing programs with a focus on building pipeline through drip campaigns and nurturing programs using **Marketo** and **ExactTarget**. Create detailed dashboards to provide insights and ROI.

### Grind Tech | Digital Marketing Executive | Aug 05 - Sep 10

### Key Deliverables: (Domain – Software Development & Consulting)

- Managed programs and campaigns from start to finish including segmentation, targeting, positioning, content management, timelines, and post campaign measurement.
- Planned, conceptualized and managed several B2B marketing campaigns using **IBM SilverPop**.
- Worked with functional sales and field marketing teams to create brand awareness and accelerate sales pipeline.

### Performance Milestones:

#### Milestone Technologies

- Received **CEO's Club award**, recognized for driving transparency in marketing systems.
- Generated **\$2M** in last 5 months for Apps Services through cross channel campaigns
- Few Ownership & Deliverables – Datasheet – [Digital Platform Engineering](#), [Industrial Payments Platform](#)

#### Dell Technologies

- Received **9** global inspire award for process excellence.
- Reduced outbound marketing lead rejection rate by **25%** through lead rejection analysis for FY20.
- Awarded "**The Catalyst of the Quarter**" for lead acceleration enablement by South Asia country marketing team.
- Content Strategy – [Competitive Take](#), [Internal Newsletter](#)

#### WNS Global Services

- Generated new business pipeline value of **\$2M** in the first 4 months of targeted FY across EMEA region through cross-channel digital content campaigns.

## Schneider Electric

- Awarded for decreasing the CPL by **77%** through digital campaigns from **\$135** (in 2013) to **\$40** (in 2014). Instrumental in pipeline generation of **\$19M** (FY2016) through Marketing Campaigns and Initiatives
  - Remained point of contact for the entire marketing product concerns in India on [Schneider Website](#).
  - Recognized for developing content for over **75** marketing assets, product publications, Press releases.
  - Few ownership & Deliverables (Links) – [Continuous Improvement Campaign](#), [KOC Success Story](#), [Food & Beverage Campaign](#)
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## PERSONAL DETAILS

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