



Sushmita Anand

(Seasoned Branding & Marketing Expert)

Expertise in designing market strategies for demand generation, creating better B2B sales funnel & evaluating campaigns (digital/ offline) through effective communication and content development with ownership. Experience in Hi-Tech AI based 3D Printing Solutions and Additive Manufacturing, EV charging, SaaS, Renewable & Sustainable Energy sector. Attained knowledge in understanding people and process excellence towards operations and brand management.

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WORK EXPERIENCE

Stratasys India Pvt. Ltd. (03/2022 – Till date)
(Regional Marketing Manager – India, SEA)

• Branding & Marketing

- Manage Marketing and Inside Sales for India, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines market
- Promote the Stratasys brand in the South East Asia region and maintain its leadership position in the market
- Collaborate within marketing, sales and inside sales team to drive the integrated marketing plan with online/social/channel to maximize the impact
- Keep close communication and interaction with industry associations, Key Opinion Leaders and key media; develop thought leadership programs and advisory programs to strengthen Stratasys leading position and influential power
- Influencer Marketing program – work on media plan and messaging for the key market influencers (media, analysts, social media influencers, Key Opinion Leaders)
- Account Based Marketing - Work with account management team to develop an ABM strategy and collaborate with the global ABM team

• Digital Marketing

- Formulate digital marketing strategy and ensure effective implementation of digital marketing programs / campaigns that serve our regional goals and business objectives
- Act as strategic lead across digital marketing efforts, ranging from social listening, campaigns, building digital experiences, paid media planning, and collaborate with social media marketing
- Competitor digital communication audit & trusted advisor and strategic resource to stakeholders and digital team members
- Contribute to thought leadership across digital strategy, marketing and communication
- Conduct social media audits to ensure best practices are being used
- Social Media - Build the employee advocacy program in India and SEA

• Partner Management

- Develop, define and execute joint marketing and GTM programs
- Work closely with the partners and understand the digital campaigns
- Manage and allocate the Marketing Development Funds along with the targets for each partner in India and SEA
- Review the quarterly plan with the partners and help them align to the business objectives

Fortum Charge & Drive India Pvt. Ltd. (05/2014 – 03/2022)
(Assistant Manager - Branding & Marketing)

• Performance Marketing in Social Media:

- Establish and drive the entire marketing platform for Fortum India and its alliances.
- Creating digital media plans & SOPs that are optimized for performance, choosing media platforms and sharing creative/ brand/ SM guidelines for best impact.
- Coordinate iterations with creative agency to get the creatives as per campaign requirement and business need before going live.
- Closely manage and review the social media & branding agencies to get the optimum performance from different media channels, to avoid any loopholes.

EDUCATION

- o Advanced Program for Marketing Professionals from IIM Calcutta, 2022
- o Bachelor's Degree (English Honors), University of Calcutta, in 2004
- o 12th from ISC Board, in 2001
- o 10th from ICSE Board, in 1999

CERTIFICATIONS

- o Communicating Corporate Reputation, IIM Ahmedabad
- o Black Belt Skills on Effective Writing, Gartner
- o Digital Marketing, Digital School of Internet Marketing
- o Communicating in Open Leadership Way, Dale Carnegie
- o Certified Talent Acquisition Professional, AON Hewitt

SKILLS

- o ROI based Demand Generation
- o Brand Positioning - Online & Offline
- o B2B Marketing
- o Corporate Communication
- o Managing Events, Exhibitions & Bootcamps
- o Performance Marketing
- o Manage Channel Partnership
- o Webinars & Website Management

HONOR AWARDS

- o Best Newcomer award, Stratasys (01/2023)
- Certificate of Appreciation, Fortum:
- o For launching Company Website in a very short span with concerted efforts and restricted timelines on 10th April 2018 (05/2018)
 - o For garnering targeted Reach and estimated Engagement Ratio on Social Media platform in 2019 for various activities & businesses of Fortum India (02/2020)

INTERESTS



Music



Fitness



Travelling

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- Experience in working on O365, Cloud, and other IT enterprise systems and services (Teams, Slack, JIRA, Yammer, Basware etc.) and monitor tools like Salesforce, Power BI for marketing in varied segments
- Implement latest techniques and creative strategies to increase the performance of the campaigns
- Setting up tagging and tracking with Google analytics and brand team to ensure full funnel analysis from impressions to website visits to conversions.
- Analyze post campaign reports through various tools (CDMC, FB Pixel, Insights, Datorama) to measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Constant & regular Keyword Search & Hashtag analysis done for FB & Google ads to redefine Target Audience.
- Generate leads and target conversions for activities on social media channels by introducing Myth buster, Influencer & Corporate videos.
- Proactive steps taken to maintain our Company's profile on Google My Business Listing for better visibility and feedback.
- Increased targeted followers and conversion rates on SM platforms within stipulated timeframe.

• Campaign Management in Digital Marketing:

- Support and manage creation of corporate campaigns to build Fortum entrepreneurship opportunity and build Fortum as a renewable and sustainable brand enhancing in new advanced technology of EV infrastructure and SaaS.
- Curate and execute Brand launch posts & Corporate videos to build Fortum India as a corporate brand around different occasions through SM marketing.
- Ability to work with cross-functional teams and liaising with global teams to drive local campaigns by understanding various Marketing Attribution Models.
- Contribute to the ongoing development and improvement of business processes and activities for better Customer experience (CSAT) and increasing Net Promoter Score.
- Ran successful campaigns on Facebook, Instagram, Google Ads & LinkedIn with constant planning, execution, tracking and analysis of Conversion Ratio Target and desired ROI.
- Establish a robust service strategy using inputs from internal stakeholders such as business leads, delivery leads and leadership teams, as well as keeping in mind the market trends
- Collaborate with design teams for creatives and have A/B testing done to understand customer insights thereby optimizing all paid & organic digital & physical marketing campaign's effectiveness.
- Continuous integration and process improvement leading to efficacy of target group audience.

• Corporate Communications:

- Build relationship with publishing partners and drive engagements to get the most effective plans for Charge & Drive and other Fortum alliances.
- Understand mobility background, customer value proposition within digital for e-mobility space.
- Ability to lead and negotiate with partners for Project management and ensure timely delivery against project plans.
- Experience in effective writing, developing, and implementing Communications & Marketing SOPs across different business divisions.
- Alignment of brand strategy with industry knowledge & practices - Driving people with positive engagement aligned to campaign goals.
- Member of Branding Committee of Finland Chamber of Commerce in India.

• Website content creation:

- Create & maintain web content post multiple discussions across CFT and different business verticals as per their requirement and market feasibility.
- Coordinate and implement Live & Interactive maps on website for better visual experience.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Plan to increase User content by creating Newsletter & case studies.
- Timely update Webpage with new content and tracking Google Analytics to generate more traffic.
- Drive On-Page Content Optimization for SEO on our website.

• Channel & Brand Management:

- Brand image management by providing thought leadership stories and perspective for adoption of renewable & sustainable alternatives.
- Schedule relevant content through various SM Channels.
- Conduct & manage Webinars on new platforms successfully on relevant subjects to create general awareness.
- Successful execution & completion of virtual/ physical seminars, events, conferences & exhibitions.
- Branding & designing of Corporate Office, Seminar booths/ stalls, marketing collaterals, selfie stand & standees, goodie bags, customer giveaways and Product & location branding (chargers, parking space & sheds).
- Collaborate with internal teams and have strong analytical ability to improve the quality of the outcome and reduce cost by evaluating emerging technologies.

• Agency Management:

- Closure on Agreements with PR Media, Digital Media, Influencer, Branding, Creative agencies and other vendors & partners.
- Harmonize agency and vendor partnerships to ensure synergies, maximize output, and leverage cost savings.
- Manage relationships, negotiate contracts and supervise agencies in agreement with the business requirements.
- Monitor & collaborate on SLAs and deliverables, assess and replace vendors as & when necessary.

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Duet Group/ SARE Homes (10/2012 - 03/2014)

(Executive Assistant - Country Head)

- Developed and maintained effective communication between the Country Head and internal & external stakeholders. Experience in maintaining and supporting MS Office and other operating systems. Recognized for organizational strength and project delivery within deadline-intensive environment. Support the Management team in working with HR and Administration teams as and when needed. Drive the hiring of additional team members; select candidates and interview for the right talents.

Pepsi Bottling Ventures (06/2009 - 09/2012)

(Executive Assistant - President & CEO)

- As a single point of contact for all Internal Communications responsible for collecting and analyzing reports & data to ensure that the business needs are met in time. Communicate effectively with multiple HODs to plan meetings and prepare the Management Review Meet. Establish strong interpersonal relationships to gain support and effectively achieve results.

Fidelity Investments (09/2007 - 05/2009)

(Senior Customer Care Executive)

- As a Subject Matter Expert, handled various responsibilities as defined under that role including training freshers, making monthly assessment questions and identifying training needs for various team members.

Convergys (05/2004 - 08/2007)

(Nesting Support Officer - Training & Development)

- Assisting the new recruits with appropriate communications & quality training in process knowledge and soft skills development.