

Soumeet Guha

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Nationality – Indian

DOB – 08/01/1984

PROFESSIONAL GOAL

To pursue a career in Marketing Strategy & Communications

MBA from Financial Times and Economist ranked Business School in France, **GPA = 3.0/4.0**

8 years of experience in **Marketing Communications**, 4 years of international exposure in Western Europe for **Fortune 500** company – previous experience in PR industry

WORK EXPERIENCE**Senior Manager, Content Marketing & External Communication
Schneider Electric**

Gurgaon, IN
January 2014 - Present

- Oversee the identification of relevant content (videos, articles, interactive content formats) to be hosted on our website for customer engagement management, both company branded as well as from third party sources adhering to global brand guidelines (~500 in number)

Examples: <http://www.schneider-electric.com/b2b/en/insights/>;
<http://www.schneider-electric.com/b2b/en/campaign/innovation/overview.jsp>

- Contribute to the global content calendar every quarter to ensure steady and regular flow of content to be hosted on corporate website and for use in various campaigns/marketing communication initiatives
- Own and run the customer success story programme within the company in a global role, ensuring customer success stories are generated globally in line with brand guidelines and distributed to global sales teams for maximum impact (~150 case studies)

Examples: <http://www.schneider-electric.com/en/download/search/?docTypeGroup=333416451-Customer+success+stories&itemsPerPage=100>

- Generate reports on usage and engagement of content using internal tracking tool to ensure content is continuously refreshed and updated in line with customer requirements

**EMEA Field Marketing Manager
Schneider Electric**

Amsterdam, NL
June 2011 – October 2013

- Indirect support of marketing communication activities of 9 clusters in EMEA in terms of tactics, mix and ROI and analyse reports on marketing performance
- Manage the process and tool deployments in local countries with focus on key KPIs like Cost per impression, cost per click, cost per response, cost per leads, lead conversion, campaign tactic mix and opportunity management
- Closely involved in the monitoring and promotion of use of social media in the Western Europe region – including tracking results and making appropriate corrective actions via Radian 6 tool
- Provide guidance and recommendations in terms of how to ensure effective and efficient use of Marcom tactics with rollout of campaigns in line with global recommendations

**Public Relations Intern
Schneider Electric**

Grenoble/Paris, France
November 2010 – March 2011

- Assist in the formulation of PR collaterals for events, trade shows and product launches
- Provide countries in the EMEA region with advice and recommendations on how to launch and implement marketing communication plans for specific projects
- Launch and manage the use of a global collaborative portal for Worldwide Marketing teams for sharing best practices and efficient exchange of information for projects
- Assist in the introduction of PR as a marketing tool to countries in the EMEA region and provide help on how to best use it to achieve desired results

**Account Supervisor
Weber Shandwick (Interpublic Group)**

New Delhi, India
June 2008 – April 2009

- Planned media advocacy suggestions based on client's requirements
- Created non traditional Public Relations tools to deliver key messages like Public Health
- Provided back end support to handle media queries and press information
- Managed crisis situations and advised clients on dealing with the media
- Key Clients include: Air France – KLM, Merck Pharmaceuticals, Whirlpool, Oberoi Group, UN

**Associate Consultant
Maning Selva & Lee Private Limited, Publicis Groupe**

New Delhi, India
May 2007 – April 2008

- Serviced key clients independently and advising them on brand and public affairs consultancy
- Prepared media plans and strategy and ensuring their smooth implementation
- Developed a key understanding of the sectoral operations and analyse the performance of competitors
- Clients include: Apollo International Limited, ING Life Insurance, General Motors, Holcim Cement, Philips

EDUCATION

GRENOBLE GRADUATE SCHOOL OF BUSINESS (GGSB)
Master of Business Administration Full Time
GPA = 3.0/4.0

Grenoble, France
September 2009 – May 2011

**ST. XAVIER'S COLLEGE,
CALCUTTA UNIVERSITY**
Bachelor of Chemistry
Graduate with Honours

Kolkata, India
September 2003 – April 2006

**CALCUTTA INTERNATIONAL SCHOOL,
UNIVERSITY OF LONDON**
Advanced (A) Level with Science subject
Graduated with 73%

Kolkata, India
July 2001 – May 2003