**Kishan Swamisetti**

**Digital Project Management Professional**

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***Professional Summary***

* 16+ Years of Digital Marketing, Marketing, Project Management and Pre-sales 16+ Years of Digital Project Management, Marketing, Sales Operations and Pre-sales experience
* Unique professional experience with a blend of Marketing and Sales.
* Various roles including:
  + Digital Project Management
  + Website Development
  + Website Operations
  + Project and Program Management
  + People Management
  + Web Analytics
  + Search Engine Optimization (SEO)
  + Paid Advertising
  + Native Digital Advertising
  + Social Media Marketing
  + Content Marketing
  + Vendor Management

Experienced Digital Marketing professional dedicated to providing high quality services and positive results. Well versed in Campaign Management, Search Engine Optimization and Content Management, Paid Advertising and Website Operations and activities. Responsible for handling knowledge related to Application Services stream and lead the team responsible for Infrastructure Services, BPO and Cross-functional. Participation in Bid/Proposal related activities. Sales support activities which complement marketing ones like Account based Marketing, Demand Generation, and Cross- Selling.

***Application Experience***

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| |  |  | | --- | --- | | * Sitecore CMS * SharePoint – 2003, 2007, 2010 and 2012 * Lotus Notes * Drupal Open Source CMS * Vignette CMS * Sitecore analytics * Pardot * DOMO * Google Search Console * Google Ads * Google Analytics * WordPress * VWO | * Markit’s – Vendor Management application * Fatwire CMS * JIRA, Atlassian * Google Analytics * Joomla CMS * BrightTalk * SEOmoz * Conductor – SEO tool * Google Tag Manager * DOMO * Google Ads Editor * Adobe Experience Manager (AEM) | |
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| ***Social Media Platforms***   |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | * LinkedIn * Twitter Ads * Amazon Ads * YouTube Ads | * Facebook Ads * Tiktok Ads * LinkedIn Ads * Instagram Ads | | |

***Highlights***

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| * Responsible for SAP pinnacle award winning SAP CSL portal * Used Social Media Marketing to increase web traffic. * Devised strategies to drive organic and paid online traffic to the company website. * Tracking conversion rates and making improvements to the website. * Developing and managing digital marketing campaigns * Utilizing a range of techniques including paid search, SEO and PPC. * Well-versed in pre-sales activities like Demand Generation, Cross-selling and Account based selling. * Campaign ROI Analysis trough Conversion Rate, CPL, CPA and Customer Lifetime Value metrics. |
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***Work Experience***

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| Company: | Etisalat (Emirates Technology Solutions) | 20th June 2022 to Present |
| Position/Title: | Product Manager, Devices & Innovation, Digital Advertising | |
| Primary Responsibilities:   * Responsible for Digital product development at Etisalat. * Work with partners to position Etisalat in the Programmatic eco system by integrating Etisalat base (12M customer base). This includes working with popular DSPs, SSPs, and advertisers for our own third-party advertising. * Data Driven advertising platforms which is estimated to bring in 250M USD worth of revenue. Which includes Etisalat website, Connect.ae, Ebill, EPM/SSK, SAS (Billing machines), SMS, MMS, Email marketing, Smiles and GoChat apps, IPTV, DOOH (Digital Out of Home), IPTV, eLife etc., * Responsible for overall branding while ensuring content is compliant of corporate guidelines and is adhered to on all digital channels. * Responsible for measuring the success of all marketing activities, promotions and campaigns, and producing performance reports for all key stakeholders - Weekly, monthly and Quarterly Business reviews, scorecards, ad-hoc reports on all digital channels - websites, paid channels etc., * Manage and co-ordinate technical, business, Solution architects, developers, QA/Testing, Engineering, IT, security and external vendors. * Act as a SCRUM master for various agile projects under the digital advertising stream. Conduct regular SCRUM meetings at the project and the program level with all the stakeholders. * Clearly identify the MVP (Minimum Viable Product) by keeping in mind the end user. To negotiate and overcome product/solution/operational shortcomings and look for a MVP that Etisalat can sell to external advertising customers. * Prepared and executed Project plan, WBS, Project Charter, MRD and PRDs, Risk assessment, communication plan etc., * Review and assist Solution Architect during the solution assessment phase and creation of SDD (Solution delivery document) and TRD (Technical realization document) with the Engineering teams. Run Proof of concepts for new solutions in conjunction with the vendor proposed solution. * Responsible for RFI/RFP and PQQ process related to digital advertising stream. * Assist the product owners during Business case preparation, stage-gates (gate-1 and 2), GPF (General planning and forecasting) process in estimating and securing the required budget for the projects. * To agree RFA (request for approval) and to work with UAT team in developing test cases and UAT test plan. * Instrumental and working with the operations team in pre-production and postproduction deployment and announce RFL (ready for launch) date to all the stakeholders. | | |

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| Company: | Clarivate Analytics (formerly Thompson Reuters IP and Science) | 18th May 2020 to June 2022 |
| Position/Title: | Project Manager, Digital Marketing, SEO & Paid Advertising | |
| Primary Responsibilities:   * Responsible for overall branding while ensuring content is compliant of corporate guidelines and is adhered to on all digital channels. * Lead Conversion Rate Optimization effort at Clarivate by forming a core team consisting of web developers, Website Analytics, Design Studio, and the content teams. Seen considerable jump in overall Leads on the website. * Responsible for measuring the success of all marketing activities, promotions, and campaigns, and producing performance reports for all key stakeholders - Weekly, monthly and Quarterly Business reviews, scorecards, ad-hoc reports on all digital channels - websites, paid channels etc., * Tracking conversion rates and making improvements to the website. Responsible for the overall company website, integration of new websites (acquired companies), branding and design related updates. * Responsible for over-all SEO on the company websites. Currently, being achieved with the help of an external agency. * End-to-End Marketing campaign management and launch with Product, Field and Demand Marketers. * End-to-End paid social and search, campaign management. Experienced in Google Search, Video, DSN, Microsoft Advertising (formerly Bing ads), LinkedIn, Twitter and Facebook Ads. * Well versed in B2B and B2C product/service-related campaign launches. * Executed E-commerce product launches with the help of our external E-commerce vendor. Including DataLayer, GA and GTM set-up in a multi-domain environment. So, the ROI on each channel is accountable for, post launch. * Perfected Enhanced E-commerce process for all products at Clarivate. Giving minute insights to top management on all E-commerce transactions. * A project management approach towards all website and online operations. * Work closely with Creative and Brand teams on a regular basis and during product and service launches. * Multi-language website and Paid advertising support to the regional teams based out of Europe, APAC and LATAM. * Extensive experience in conducting A/B and Multi-variate testing on respective paid platforms and on Website (WordPress). | | |

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| Company: | NTT DATA Services (formerly Dell Services) | 18th August 2014 to 15th May 2020 |
| Position/Title: | Program Manager, Digital Marketing | |
| Primary Responsibilities:   * Devising strategies to drive online traffic to the company website. * Tracking conversion rates and making improvements to the website. * Social Media Marketing and measure ROI by likes/followers, reach, engagement, leads gathered, and sales made * Performed Demand Generation and Lead Nurturing activities from Digital Marketing perspective. * Analyzing Google Analytics through DOMO and comparing them with Sitecore Analytics. * Communicating with the UI & Graphic Designers and Content Writers to meet online properties requirements including websites, brochures, white papers, product sheets, catalogues & newsletters * Well versed in garnering and using platform specific content on various social media platforms. * Ran SEO project to increase website traffic through organic search optimization processes. * Revamped the Paid search campaign following SEO project by implementing long tail Keywords through Keyword Optimization Process. * Reviewing and actively managing website and other online assets and sources * Helped implement GDPR on the NTT DATA website by liaising with external agencies. * Developing and managing digital marketing campaigns * Utilizing a range of techniques including paid search, SEO and PPC. * Liaising with the product marketers and run marketing campaigns. * Well versed in online Demand Generation and targeted Marketing Campaigns * Mastered Personalization of the website content * Promoting products and/or services in the digital space * Effective use of Website and Social Media analytics * Extensive experience in conducting A/B and Multi-variate testing. | | |
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| Company: | Capgemini Consulting India Pvt, India | 29th June 2010 – 13th August 2014 |
| Position/Title: | Senior Consultant (Application Services Business Unit) | |
| Primary Responsibilities:   * Managed Drupal based CMS and the related content pertaining to the BU. * Use portal analytics – visitors, hit rates, number of downloads to make sound content related objectives. * Handling BU level communications – building and distributing Outsourcing Services Newsletter. * Project Managed SAP CSL website built – which won SAP pinnacle award under the innovation stream. * Running Marketing/Sales related internal/external campaigns. * Lead the pre-sales team and responsible for providing sales content for the sales teams. Created sales cards, elevator pitches, qualification/references, sales presentations and Go-to-Market strategies. * Incubated some of the strategic offerings during their nascent stages, thus responsible for creating a platform for their launch internally with in the BU. * Usage of social media and other channels for the sales teams to highlight and discuss productivity related issues, moderate these channels and address them with the help of the top management. * Gained hands-on experience working on core revenue generating activities like Demand generation, cross selling and Account based selling. * Skill-gap Assessment for the team members and identifying appropriate training and thus improve their overall productivity. * Liaising with the Customer Intelligence teams and making sure that the sales teams have access to customer intelligence and custom intelligence reports at the right time and in the right form. | | |
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| Company: | IBM India Pvt Ltd, India | 29th Sep 2009 – 28th June 2010 |
| Position/Title: | Intellectual Capital Specialist | |
| Primary Responsibilities:   * Maintained networks of Country, IMT, GMT, Region and Geography Subject Matter Experts (SME’s) who contribute to the intellectual capital repositories (i.e. Capability Statements, Corporate functions, competitive information, offerings, pricing methodologies, technical, etc) * Actively participated in formal / informal projects or programs to improve the existing ICAP repositories and tools * Assisted the general process of an RFP/ RFI/ RFQ and other bid support activities * Carried out supporting processes tracking, recording and archiving interactions with knowledge seekers for future reuse * Undergone Project management orientation, PM fundamentals and PM Leadership training * Led a few internal projects like the Country profiles initiative, Pre-qualification questionnaire consolidation, Market Intelligence project on IBM’s acquisition of SPSS; Application Management, services case studies initiative | | |
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| Company: | JP Morgan Chase, India | 20th July 2009 – 25th Sep 2009 |
| Position/Title: | Web Content Manager | |
| Primary Responsibilities:   * Worked on the content management tools like Vignette, Fatwire and MOSS 2003 * Migrated content from MOSS 2003 to MOSS 2007 * Assisted HR MIS team during migration of the content from their existing custom repository to Vignette CMS * Created the backend repository structure, front end portal layout and systematic alignment of the content in the new repository * Saved a lot of cost for the HRSD team by migrating to one platform | | |
| Company: | Capgemini Consulting India Pvt, India | 12th July 2007 – 15th July 2009 |
| Position/Title: | Knowledge Manager, NL | |
| Primary Responsibilities:   * Managed Lotus notes based CMS where country specific content was stored. * Supported research requests fulfilling both Sales and Delivery requirements to various projects with excellent feedback from most of the requestors * Handled organizational wide references mobilization campaign, which met with huge success * Successfully migrated some of the Dutch knowledge content from the lotus notes repository to the new web 2.0 based Drupal Content Management System * Responsible for the Dutch NL Intranet portal. Managed the website which was single point of contact for all the employees and the management. * Collaborated with the TME (Telecom Media and Entertainment), and CP&RD (Consumer Products Retail and Distribution) team and developed content. * Assisted Manufacturing sector Knowledge Managers with various KM related activities * Handled responsibilities as a Research analyst for the Dutch Business Research Centre * As a Marketing and Business Information co-coordinator for the Dutch region conducted business analysis, project assessment and feasibility determination * Managed external sources like Forrester, Gartner, Factiva, IDC, OUVM and PAC-SITSI * Maintained the user list and assisted the users with their training requirements, events and Summit Updates etc | | |
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| Company: | Infosys BPO Ltd, India | 16th OCT 2006 – 10th July 2007 |
| Position/Title: | Process Executive | |
| Primary Responsibilities:   * Worked for the British Telecom Engagement at Infosys * Involved in Customer acquisition, Customer Care and customer sales * Interacting with versatile customers | | |
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| Company: | Reliance Infocom Ltd., India | 8th Nov 2005 – 14th OCT 2006 |
| Position/Title: | C3 Executive | |
| Primary Responsibilities:   * Promoted to the level of C3 Lead in short span of time, got the industry exposure, which was crucial for a fresher * Successfully handled the biggest challenge of promoting two new campaigns that the company has embarked upon | | |
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***Education***

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| Institution: | Indian Institute of Management – Bangalore (Certification) |
| Program: | Digital Marketing for Business Growth |
| Institution: | All India Management Association |
| Result/Degree: | Post-Graduation in Operations Management – PGDM |

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| Institution: | Acharya Nagarjuna University, Andhra Loyola College |
| Result/Degree: | Bachelors in Mathematics, Economics and Statistics |

***Additional Information/Memberships***

Achievements:

* Best performer award Digital Marketing Team – Q4-2016 at Dell Services.
* Received Project Star Award at Capgemini for Q4 2008, Q3 2010 and Q2 2012
* Received Certificate of Excellence for leading the Team of H1-2011 for successfully delivering the SAP CSL project
* Created Application Management Services Case Studies for close to 30 IBM Indian clients across all the sectors
* Led a team for the project viz. SAP Country Specific Localization Kit., SAP CSL Kit is one of the decisive factors for Capgemini to win the SAP Pinnacle Award, 2011
* Coordinated in Philips Shared Services Centre set up, helped the team at various levels from Project initiation, with Transition templates and IT convergence best practices and till Project closure
* Responsible for streamlining the whole Marketing and Business Information framework for the Dutch region

CERTIFICATIONS:

* Google Ads certified - 2021
* Achieved ITIL-V3 foundation certification - 2008
* Sitecore® Context Marketing – 2018, USA
* Sitecore® Web Experience Management – 2018, USA