

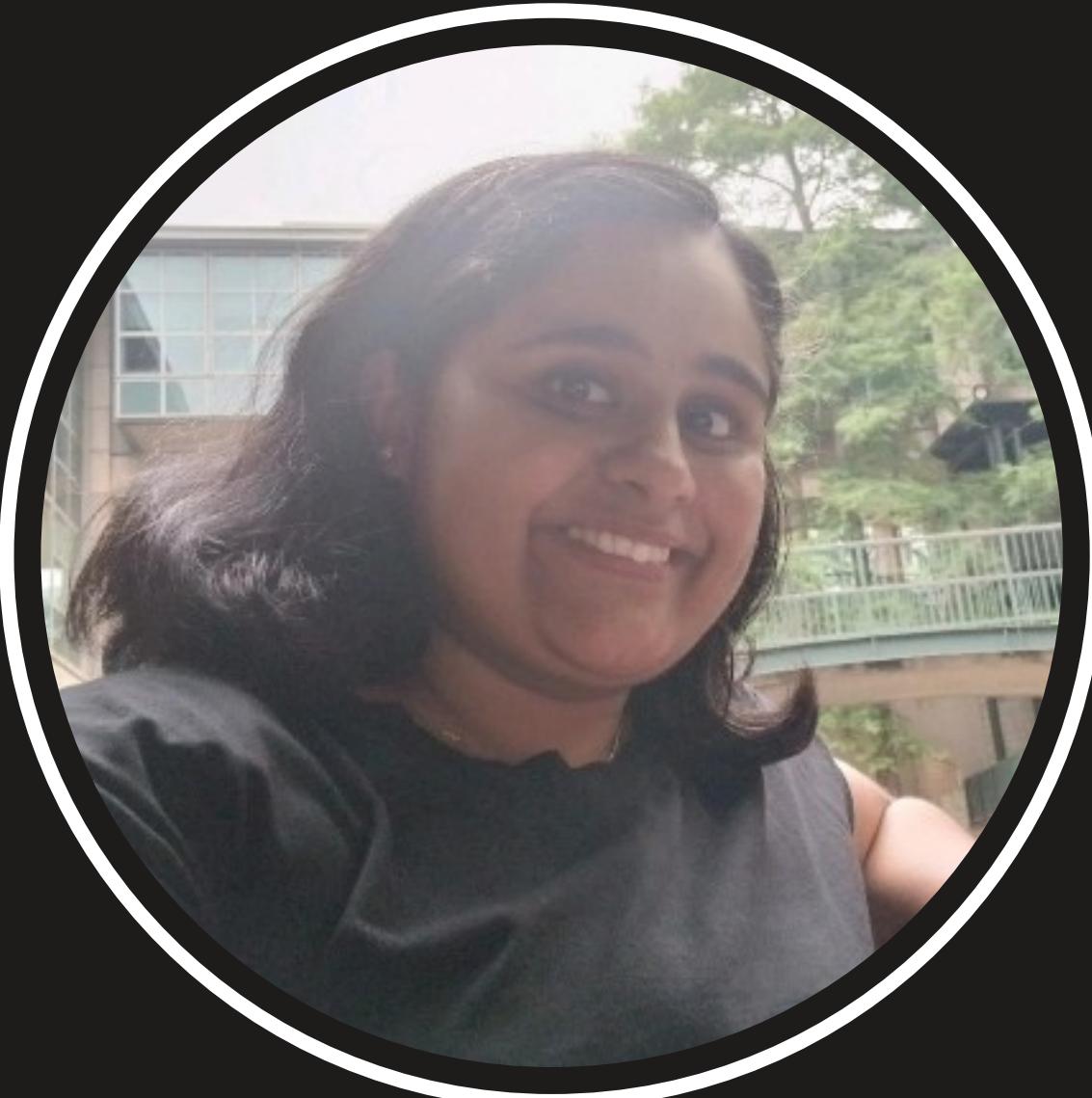
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Shruti Hari

Professional Portfolio

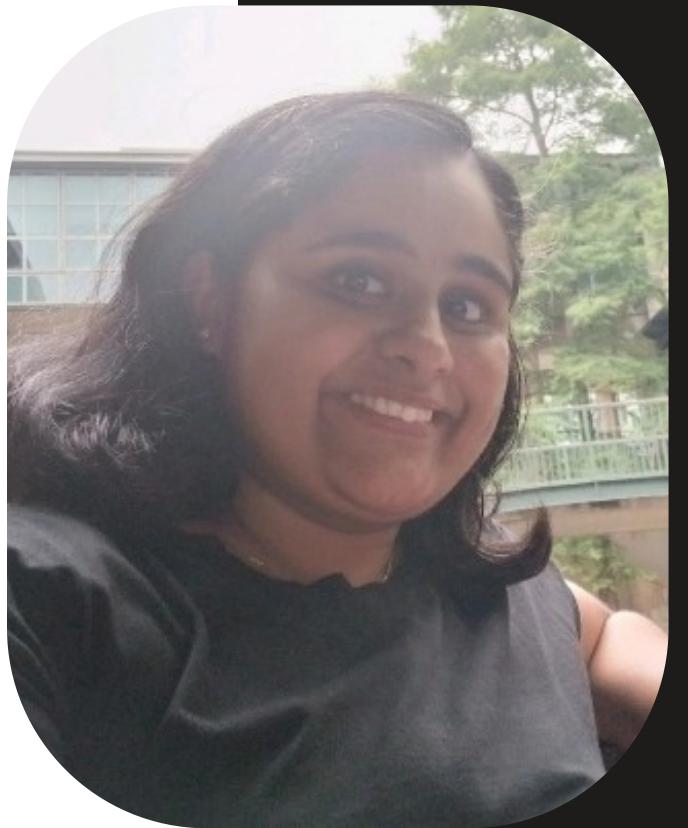


www.linkedin.com/in/shruti-hari-hari



About me

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- Results-driven digital marketing strategist with 8+ years of experience across pharmaceutical, healthcare, biotech, and nonprofit sectors. Specialized in executing high-impact digital campaigns, marketing automation, and brand strategy to drive measurable growth.
- Currently leading digital initiatives for U.S.-based clients in healthcare and compliance optimizing email campaigns (Mailchimp, GoHighLevel, Lemlist), LinkedIn outreach (Closely).
- Developed blog strategies for C2I Accelerator and Ace Compliance, increasing organic reach and stakeholder engagement. Achieved a 15% boost in email engagement and 10% growth in social visibility through data-driven campaign execution.
- Previously managed pharma brands at Cipla, Lupin, and Macleods, delivering a 3.3% market share increase and 14.1% YoY growth through strategic portfolio management and multi-channel marketing.
- Certified in Google Ads, Analytics, and Hubspot Inbound Marketing, with advanced training from IIM Lucknow and LSU.

Professional Journey

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2017

Started my career as a Management Trainee at Macleods Pharmaceuticals, and within 2.5 years, progressed to the role of Product Manager, handling multi-channel marketing for a cardio-diabetic portfolio.

2019

Promoted and transitioned to Lupin Ltd in June 2019, taking on a larger portfolio and leading impactful brand-building campaigns, contributing to strong market growth.

2022

Moved into a strategic marketing role at Cipla Ltd in 2022, where I led high-impact projects across the entire therapy cluster, focusing on brand growth, market penetration, and cross-functional alignment.

2023

Relocated to the USA in December 2023 with my family, closing my tenure at Cipla after successfully executing multiple high-visibility strategic initiatives.

2024

Completed a Digital Marketing Science certification from Louisiana State University, deepening expertise in SEO, SEM, and data-driven strategy. Began consulting and volunteering with NGOs

2025

Started working on diverse digital marketing projects including LinkedIn optimization for C2I, website enhancement for Post Baby Bliss, and blog and email campaigns for Ace Compliance to boost visibility, engagement, and brand positioning.

Recent Projects – U.S. Market



Email Automation Campaign for Ace Compliance

PROJECT 1

- Objective: Enhance stakeholder communication and improve lead nurturing using email automation.
- Role: Designed and automated segmented email campaigns using GoHighLevel and Lemlist with targeted messaging for compliance professionals.
- Impact: Achieved a 25% increase in email engagement.
- Skills Demonstrated: Email marketing, automation strategy, GoHighLevel, content creation



Content & Blog Strategy for C2I Accelerator

PROJECT 2

- Objective: Build thought leadership and increase organic visibility in the biotech/startup space.
- Role: Created SEO-driven blog calendar, authored articles, and repurposed content across channels.
- Impact: Boosted site traffic and engagement with key stakeholders.
- Skills Demonstrated: Content marketing, SEO, blog strategy, performance tracking



LinkedIn Outreach Automation

PROJECT 3

- Objective: Expand professional network and increase visibility for Laura Sailor(Aryasta Lifescience US on LinkedIn).
- Role: Automated outreach campaigns using Closely and managed engagement follow-up.
- Impact: Increased followers by 10% and improved connection acceptance and response rates.
- Skills Demonstrated: LinkedIn automation, Closely, outreach strategy

Marketing Strategy & Support for NGO (USA)

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Objective: Support mission-driven nonprofits with strategic digital marketing, brand development, and organizational planning to improve outreach, engagement, and long-term impact.

Role & Contributions:

One Degree:

- Created and managed monthly email newsletters for One Degree using Mailchimp, targeting CBOs, funders, and stakeholders with tailored content.

Accelerate4KIDS:

- Conducted SWOT analysis to support strategic planning and identify opportunities for growth.
- Helped coordinate retreat meeting agendas, aligning marketing and outreach objectives with broader organizational goals.

Impact:

- Strengthened communication pipelines with stakeholders
- Enhanced nonprofit branding and visibility
- Provided data-driven recommendations for future planning and growth



Project Portfolio



Social Media Campaigns for Cipla's 13 Billion INR Portfolio

PROJECT 1

- Objective: To boost brand visibility and achieve substantial YOY business growth.
- Role: Directed marketing initiatives, including creating and managing engaging email and Facebook campaigns.
- Impact: Increased customer engagement and conversions through well-targeted social media strategies, contributing to a 14.1% YOY business growth.
- Skills Demonstrated: Social media marketing, campaign management, content creation, performance optimization.



Digital Marketing Integration at Lupin for Cardio-Diabetic Portfolio

PROJECT 2

- Objective: To enhance customer engagement and increase market share.
- Role: Developed and optimized digital marketing campaigns, integrating customer feedback and insights to continuously improve strategies.
- Impact: Achieved a 3.3% increase in market share through effective social media and digital channels, resulting in heightened customer engagement.
- Skills Demonstrated: Digital marketing, social media strategy, customer insights, campaign optimization.

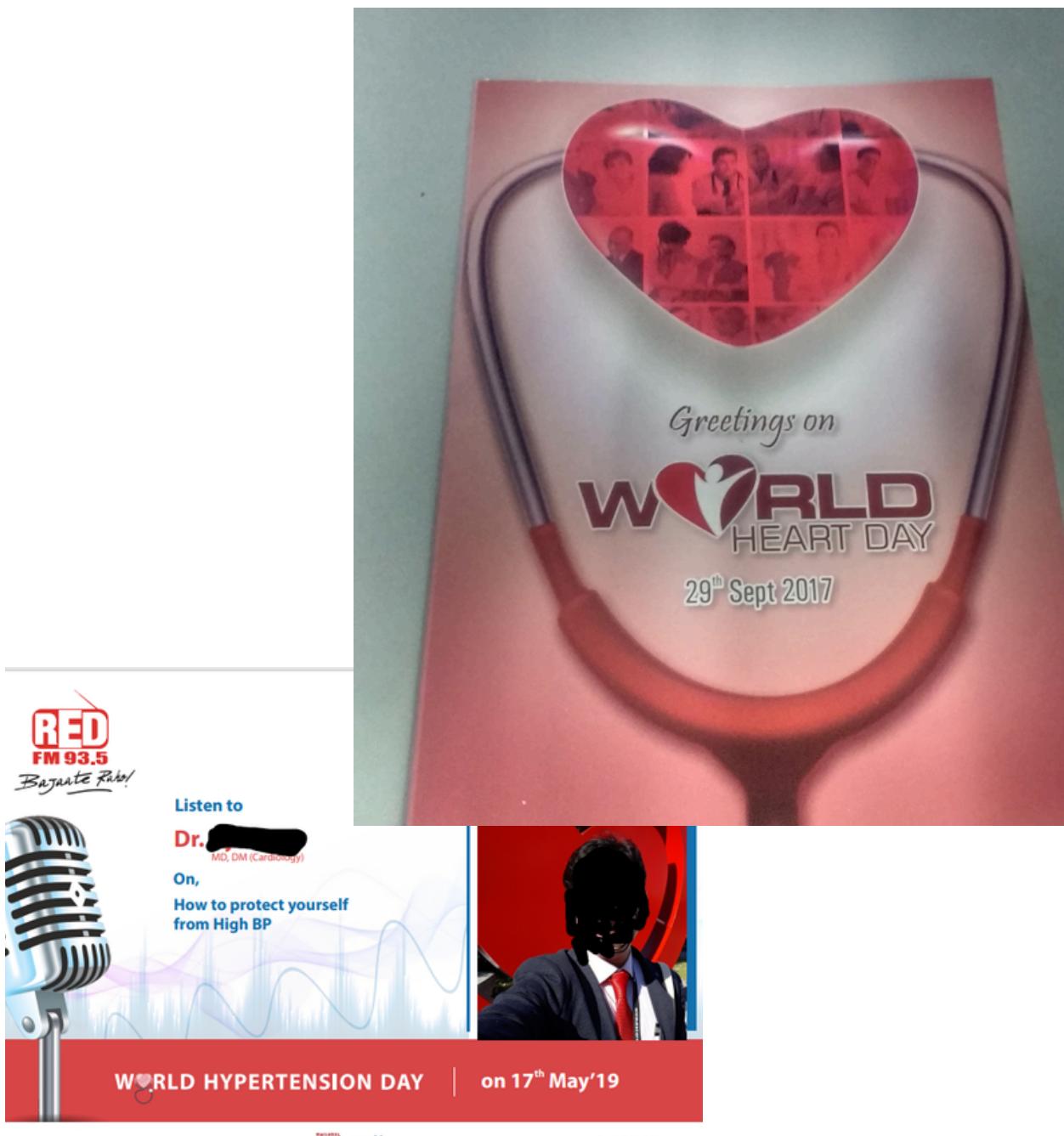


Multi-Channel Marketing Campaigns for Macleods' Cardio-Diabetic Portfolio

PROJECT 3

- Objective: To effectively promote a 350 million INR portfolio across traditional and digital platforms.
- Role: Designed and executed integrated marketing campaigns, incorporating social media strategies to reach and engage target audiences.
- Impact: Successfully communicated brand messages nationwide, leading to improved brand recognition and customer loyalty.
- Skills Demonstrated: Multi-channel marketing, social media integration, brand communication, market analysis.

Few AWs and Designs conceptualised...



Salt Intake in India is about 11g per day, more than double of WHO's recommended maximum intake of 5g per day.¹

1 out of every 4 Indian hypertensives is ignorant about harmful effects of consuming excess salt

High Blood Pressure
Obesity
Heart Disease
Kidney Problems

Telista
Tramardin & Combinations

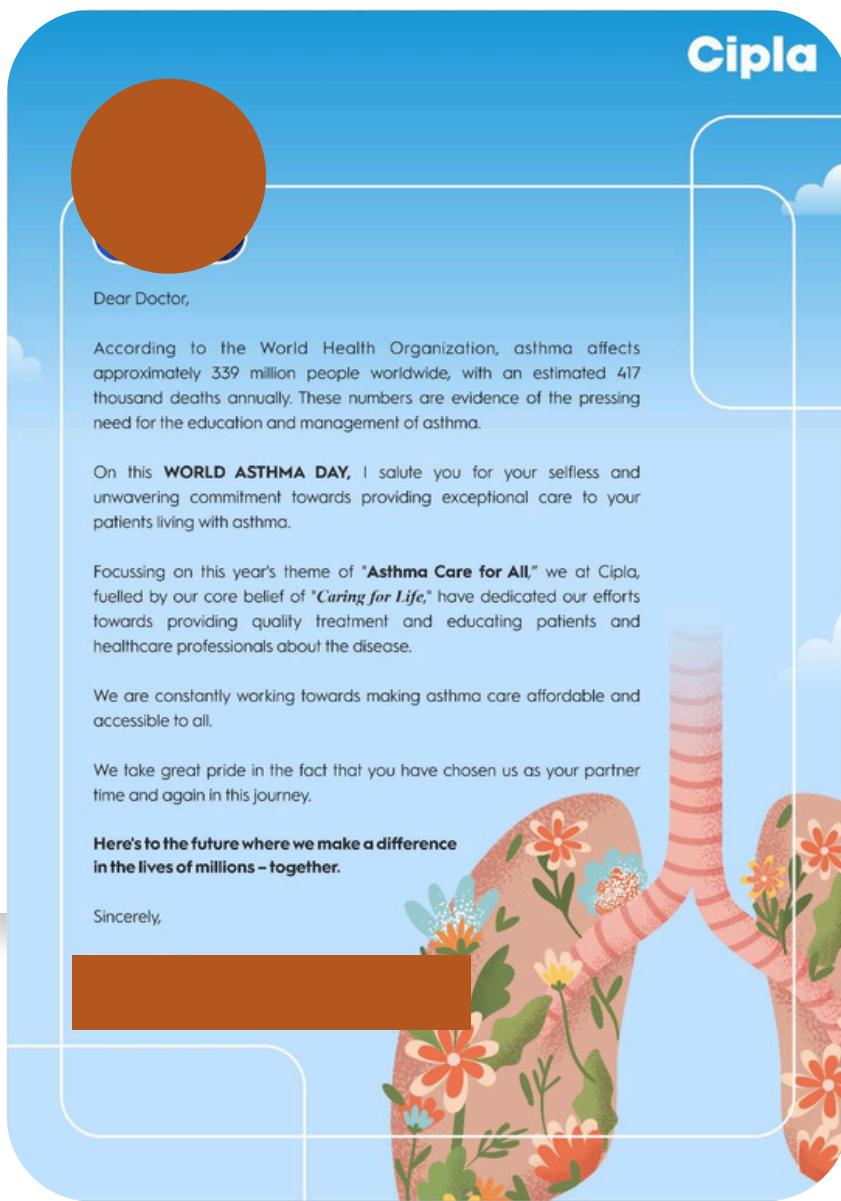
A pioneer brand in raising awareness on salt and its effect through 'HALT THE SALT' campaign

Answered Questions on Salt Intake and Alternatives through Sahayak - India's 1st WhatsApp Bot for Hypertension Queries
Educated more than 100,000+ hypertensive patients about benefits of less salt intake

Reference:
1. Johnson C, PS-18-08 Mean Population Salt Intake Levels in India-A Systematic Review. Journal of Hypertension. 2016 Sep 1:34:e500.

From the Makers of—

Telista | Telista-H | Telista-MT | Telista-CH



Skills



Marketing Strategy & Brand Development

- Brand Positioning & Messaging
- Go-to-Market Strategy
- Product/Portfolio Management
- Campaign Planning

Digital Marketing Tools & Techniques

- Marketing Automation (GoHighLevel, Lemlist)
- Email Marketing (Mailchimp)
- Social Media Strategy (LinkedIn Automation via Closely)
- SEO/SEM, Google Ads & Analytics

Research & Content

- Market & Competitor Analysis
- Data Interpretation & Reporting
- Blog & Newsletter Content Strategy
- Copywriting & Storytelling

Educational Background & Certifications



Post Graduate Diploma Management: SIES College Of Management Studies, India,
2015-17

B. TECH Biotechnology: MET'S School of Engineering, India, 2009-13

- Louisiana State University : Digital Marketing Science Aug'24- Oct'24
- LinkedIn Learning :Digital Marketing Foundations & Business Analytics:
Marketing Data 2024
- HubSpot Academy Inbound Marketing Jul'24
- Indian Institute of Management, Lucknow Advanced Program in Strategy for
Leaders- Sep'23



Testimonials



Sangeeta Gaikwad (Innovator / FMCG / L'Oréal Research & Innovation / Sr. Project Leader)

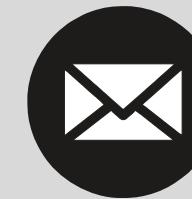
Shruti was my co-learner at IIM Lucknow. She is an outstanding learner, always eager to grasp new concepts and excel in her studies. Shruti's positive attitude and cheerful demeanor make her a joy to be around. Shruti is also the go-to person for any issues or questions. Her quick response time and willingness to help make her an invaluable resource for her peers. Whether it's a complex academic problem or a simple question, Shruti is always ready to assist. Her combination of quick learning, positivity, and helpfulness makes Shruti an exceptional friend and classmate. I highly recommend her to anyone looking for a reliable and uplifting individual.

Mahima Shankar Tiwari : Marketing Manager | International Business

It was a pleasure to work with Shruti, she has been an absolute creative in her work and she stands out as a remarkable team player. Shruti consistently brings a positive and collaborative spirit to every project, fostering a productive and harmonious team environment. Her dedication to her work is evident in every task she undertakes. Shruti is incredibly reliable and always goes the extra mile to ensure that projects are completed to the highest standard. Her quick learning ability is particularly impressive; she rapidly grasps new concepts and applies them effectively, making significant contributions to the team's success. Overall, Shruti's exceptional collaboration skills, unwavering dedication, and swift adaptability make her an invaluable asset to any team. I highly recommend her to any organization looking for a talented and committed professional.



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relocate)

