

Sr. Marketing & Communication Manager (IT) Sr. Marketing & Communication Manager (IT) Sr. Marketing & Communication Manager (IT) Austin, TX I am an advertising, marketing, communication and product management professional with over 7 years of experience within the tech industry (SaaS & PaaS). My experience extends through multi-lingual, multi-cultural and cross-functional teams worldwide. I have managed global marketing & communication projects utilizing GTM strategies, created and managed UI/UX digital structures/features and have experience working closely with directors, VP's and C-Level leaders. I have a B.S. in Advertising from San Jose State University and an M.B.A. in Marketing & Media from Manipal University.

Work Experience

Sr. Marketing & Communication Manager (IT) SERVICENOW - Santa Clara, CA
November 2017 to April 2019 As a Sr. MarCom Manager, I developed and managed the marketing and communications strategies for the IT department internally as well as externally, enhancing the way communications were created, fulfilled, approved & ultimately published at local and global levels. **Focus Areas:** Managed and launched internal & external global announcements, service maintenance, newsletters, video tutorials, portal promotions and live-feed posts in various platforms: written, images and video. POC for everything MarCom related under IT. **Key Accomplishments:** Developed the comm. infrastructure for the IT Department, utilizing platforms such as Facebook Workplace, Zoom & Slack Managed internal & external relationships with business partners while working in liaison with technical & non-technical teams Enhanced the curriculum for IT processes and procedures while aligning with Corporate Marketing & Branding teams Created, designed and updated the catalog items for Comm. Requests. Trained and guided internal teams on the comm. process Developed synchronized .gif-formatted UI/UX templates for company-wide use through various platforms of communication

Program Manager GOOGLE - Mountain View, CA
September 2015 to July 2017 As a Program Manager, I managed the workflow within an array of Google's departments that focused on both its products & services. **Search & Voice team** **Focus Areas:** Applied various methodologies such as Waterfall & Agile to progress within each project. Gathered requirements to define the project scope, facilitate discussions and practice risk management to drive resolution. **Key Accomplishments:** Created and maintained bug reports for the Engineering

teams to evaluate using internal bug management software Worked closely with department leads to resolve issues during design, implementation and post-production Documented new features and best practices as well as trained cross-functional team members to utilize the internal tools

Android team Focus Areas: Worked with cross-collaborated teams to manage, troubleshoot, execute and launch promotional content globally. I was a SME on two internal merch. / CRM tools, which focused on content management and targeted promotions within the Google Play store. Key

Accomplishments: Developed and managed Google Play store's marketing campaigns for seasonal promotions Managed campaign A/B testing pre-launch to determine optimal marketing results using various internal KPI's Investigated bugs as well as resolved various technical and

functional issues within the Mobile store Global Channel Sales team Focus Areas: Drove key B2B marketing projects within the SMB segment, which included products and services such as AdWords & AdSense, Analytics, Google My Business, Remarketing and many more. Key

Accomplishments: Managed content creation and curation of B2B Marketing products & services offered by Google Generated UI designs and wire-frames for the Google Partners SMB website using tools such as Photoshop and Dreamweaver Acted as the liaison between the program

Directors and the Webmasters while working closely with the enablement team Product Marketing Manager MOBINAR - Fremont, CA January 2015 to October 2015 As Product Marketing Manager, I created, managed and maintained the company's website and landing pages. I managed Mobinar's

overall marketing campaigns with GTM strategies and developed marketing materials for digital and print platforms. Focus Areas: Developing 360 degree marketing campaigns to promote the Mobinar brand and build awareness among possible SMB clients. Key Accomplishments:

Maintained business partnerships utilizing Salesforce CRM. Created digital UI/UX structures and templates for mobile app Developed and executed multiple web marketing strategies, while using KPI's to measure CTR and retention ratings Generated scripts, created and edited video content

as well as voiced Mobinar video tutorials using tools such as Camtasia Comm's Product Manager SACRED HEART - San Jose, CA August 2013 to January 2015 As a Comm's Product Manager, I utilized WordPress & Social media tools such as Hootsuite to develop and share stories which

helped bring people together in aiding those in need. Stories & features were captured through interviews and discussions with patron and their donors. Focus Areas: Managed and maintained overall web presence of Sacred Heart. I also managed the social media marketing campaigns by sharing stories via WordPress, Facebook and Twitter posts while maintained customer relationships using internal CRM tools. Key Accomplishments: Updated Sacred Heart's web presence by refreshing content and boosting organic traffic through SEO Managed the social media marketing campaigns and maintained customer relationships using internal CRM tools Wrote, edited and revised copy for narratives that captured stories of individuals that Sacred Heart served

Project Manager WHISTLING WOODS TELEVISION - Mumbai, Maharashtra January 2012 to July 2013 As a Project Manager, I helped to define the project scope and initiated the process of implementation and deliverables that supported and aligned with the Whistling Woods Media Committee's vision. Focus Areas: Oversaw production of audio/video assets connected with local radio stations, television stations and billboard admins to promote product launch. Managed interactions with 3rd party vendors and clients with utilizing Salesforce. Key Accomplishments: Created and managed project timelines, met deadlines and was the primary point-of-contact for all project related issues Planned and executed event activities while maintaining the projects' budget Applied digital and traditional marketing practices using various PM and Marketing methodologies

Education Master's in M.B.A. Marketing & Media Manipal University - Mumbai, Maharashtra May 2011 to June 2013 B.S. in Advertising San Jose State University - San Jose, CA May 2011

Skills MARKETING, DATA ANALYTICS, SPSS, CRM, CSS, Indesign, Google Analytics, SEO, Marketing Strategy, Social Media Marketing, MS Office, search engine optimization, Salesforce, Advertising

Links <http://www.rbhullar.com> <https://www.facebook.com/r.bhullar85> <https://www.linkedin.com/in/rsbhullar/>

Certifications/Licenses Google Analytics Present Google Adwords Present

Additional Information

SKILLS BUSINESS: SPSS statistical analytics Google Suite SQL Microsoft Office; Word, Excel, Project, Visio **MARKETING:** Google AdWords & Analytics Hootsuite Marketo Salesforce CRM Email Marketing **CREATIVE:** Adobe; Photoshop, In-design, Dreamweaver, Premiere Camtasia **HTML & CSS** **COLLABORATION:** Cisco: WebEx / Jabber Zoom Video

Conference Slack Solstice Workplace KEY FOCUS AREAS: Partnership management
Campaign lead Project management Data analytics Marketing / Communication strategy Team
building Product promotion CRM proficient

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