

# Shubham Srivastava

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A marketing professional with an MBA and 8+ years of diverse industry experience (E-Commerce, Healthcare, Technology and Retail). Skilled in Product Marketing, Research, Go-to-Market, Positioning, Branding, Digital Marketing, Marketing Automation, Demand Generation and Sales Enablement

## PROFESSIONAL EXPERIENCE

INCA'S GOLD	Marketing Specialist – Toronto	Sep 2020 - Present
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Industry: **Food & Retail** – B2B and B2C. Role: Digital Marketing, Strategy, Account Management.

- Researched, applied, and successfully secured the **Women Business Enterprises (WBE), Canada certification** for the organization
- Analyzed, benchmarked and improved the products listing; **established the procedures** for maintaining and reporting inventory, sales, and earnings on Amazon.ca
- Studied market and competition, entailing to **identification of 2 new products** to be included in the products portfolio, establishing the network for the final product development and procurement
- Leading the **market research** in collaboration with **BDC**, aimed at **retail and international market launch**
- **Managing** the two biggest **customer accounts** contributing to more than 60% of the total revenue

Amplus Solar, PETRONAS	Senior Marketing Manager – New Products – India	Oct. 2018 – Feb. 2020
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Industry: **Consumer Durables** – B2C. Role: Product Marketing, Go-to-Market, Digital and Channel Marketing, BTL, Sales Enablement.

- Led the **ideation, market research, and prototyping** of Residential Solar Products; **introduced Atrium** - the first of its kind Solar Pergola in India
- Established the **positioning** for products and HomeScape, drove the **messaging and content**, developed the **annual brand plan**, managed marketing agencies
- Strategized the **GTM**, drove the **launch and marketing**, **led demand generation** generated **7500+ leads** through **digital marketing** and 1500+ leads through **BTL** and **channel marketing**
- Developed **sales enablement tools** for sales team and channel partners: Presentations, Brochures, Templates, Videos, Case Studies, Sales Kit; Established **KPIs** and **sales SOPs**
- Planned and organized **Channel Partner meets, webinars, trainings**; represented HomeScape in **tradeshows**

ParallelStack Systems	VP – Product Marketing – India	Jun. 2017 – Jun. 2018
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Industry: **SaaS** – B2B. Role: Product Marketing, Go-to-Market, CRM, Lead Generation, Sales Enablement.

- Researched and Strategized **Go-to-Market**; Led the **Product Launch and Marketing** to drive **demand**
- Led **product demo** sessions, **organized** multiple **webinars** and represented organization in networking events
- Created the **Buyer Journey Framework**; Evaluated, implemented, and managed **CRM** (Zoho), **marketing automation** (Marketo), customer support; developed multiple **Sales Enablement** tools
- **Digital Marketing**: Designed and managed **Google Search, LinkedIn ads**, executed A/B and Multivariate testing; **conducted**, participated and represented the organization in **webinars**
- **Cross-functional collaboration** with internal and external teams, engaged stakeholders, conducted competitive analysis, identified gaps and needs, and defined the **product roadmap**

Nysa Health Tech	Head – Products & Marketing – India	May 2015 - May 2017
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Industry: **Healthcare Technology** – B2B and B2C. Role: Product Management, Marketing, Sales Enablement

- Best of the Bump (the flagship product) was selected among **top 15 applications globally** to the Miller Center for Social Entrepreneurship's **Global Social Benefit Institute (GSBI)** ninth Online Cohort
- Built a team of 9 and managed 5 products (2 websites and 3 mobile apps) from ideation, **market research**, requirement documents to **GTM, launch, demand generation, marketing, engagement, and growth**
- Developed cohesive **product marketing strategy** across product lines to drive adoption and usage of the products; established **success criteria** for all marketing initiatives and evaluated overall ROI for all programs
- **Marketing Automation** and **Digital Marketing: SEO and SEM, Email Marketing, Social Media Marketing** and **Content Strategy and Marketing**

CoCreate 3D	Co-Founder – India	Jun. 2013 – Apr. 2015
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Industry: **Technology** – B2B and B2C. Role: Product Management, Digital Marketing, Business Development, Investors Relation

- **Incubated and mentored** at the Indian School of Entrepreneurship (iSEED), Gurugram
- **Organized multiple workshops** on 3D printing, educated and raised awareness among 2000+ potential users and witnessed 250+ registrations
- **Digital Marketing:** Electronic Direct Mails, Social Media - generated 400+ inquiries and 60+ sale orders

Flareum Technologies	Manager – Sales & Marketing – India	Apr. 2012 - May 2013
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Industry: **Consumer Durables** – B2B. Role: Marketing, Account Management, Business Development

- Awarded with **Certificate of Excellence** for **exceeding my targets** and **model performance**
- **Built the portfolio of key accounts - consulted and delivered** highly customized solar energy solutions
- Maintained a strong sales pipeline through **relationship building, account management** and lead generation, thereby achieving direct and network sales of INR 20.5 million **exceeding the target** by INR 5.5 million

Standard Chartered Bank	Summer Intern – India	Apr. 2011 – May 2011
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Industry: **Banking** – B2C. Role: Marketing and Strategy

- Conducted **primary and secondary market research** entailing analysis of the data obtained from personal interviews, offline surveys and recommended expansion in products, services and product features

## Education

MBA	Indian Institute of Management (IIM) Rohtak, India	Jun. 2010 – Mar. 2012
B.Tech.	Institute of Engineering & Technology, Lucknow, India	Aug. 2005 – Jun. 2009

## Tools, Skills & Certifications

CRM	Adwords - Search and Display Certification	Account Management
Wordpress	Google Analytics Individual Qualification	Zoho, Hubspot, Marketo
Product Roadmap	Cross-Functional Collaboration	SEO, SEM, Email Marketing