

Divya Gautam

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PROFESSIONAL PROFILE

OBJECTIVE: To obtain a position in an innovative company that will utilize my management and technical skills while offering the opportunity for advancement.

- Focus in communication strategy, advertising, brand management and consumer insights.
- Exceptional people skills and reputation for thriving in challenging environments.
- Demonstrated ability to define and apply strategic marketing practices and evaluate their efficiency.
- Problem solver, creative, motivated, organized, innovative and excellent team-player.

EDUCATION

JOHNSON & WALES UNIVERSITY

M.B.A. Global Business Leadership, Concentration - Marketing

PROVIDENCE, RI

SRM UNIVERSITY

B-Tech in Electrical & Electronics Engineering

CHENNAI, INDIA

PROFESSIONAL WORK EXPERIENCES

Marketing Specialist at Intel Corp. *(Intel Hybrid Cloud Computing Group)*

HILLSBORO, OR
(May, 2012 – Present)

- Instituted Created and continuing maintenance of the communications calendar on behalf of Intel Hybrid Cloud Leadership Team, providing weekly updates of upcoming events, marketing efforts and advertisements in circulation.
- Experienced in creating sales sheets, solution briefs for various software vendors.
- Developed an IHC social media strategic campaign aimed at building brand awareness involving LinkedIn and YouTube increasing IHC visits by social referral 50%.
- Increased online member engagement to 25,000 unique views and supported recruiting through the introduction and analysis of IHC website analytics.
- Supports internal IHC awareness and affinity for product development with the design, creation, launch and maintenance of a Microsoft SharePoint site.
- Increased efficiency by deploying comprehensive marketing and communication tracking spreadsheets for all advertisements, events and outgoing lead generating materials.
- Project managed multiple channel partner accounts and cross functional teams in operations, finance, sales and marketing teams of up to 15 individuals.
- Project Manager of the coordination and development of new effective templates for newsletters, webinars and email communication blasts leading to open rates in the 21-25% range, exceeding industry average.
- Spearheading the proposal for customer affinity program to offer partner training curriculum, customized partner web experience, membership benefits and tracking assistance, working towards a 5% customer retention rate.

Jr. Consultant at
Rhode Island Small Business Development Center (RISBDC)

PROVIDENCE, RI
(Nov, 2010 – May, 2012)

- Extensively used Sales force CRM tool to collaborate, mobilize, and grow revenue.
- Created specific deliverables such as Business Plans, Marketing Plans, Brand Marketing, and Social Media Marketing.
- Interpreted a social media gap analysis to identify weakness in present usage and developed an integrated marketing communication tactics to implement immediately.
- Completed market research on potential business ideas.
- Proposed new geographic and vertical expansion opportunities considering total addressable markets (TAM), IT spending forecasts and industry trends, identifying \$55-75 million of untouched potential revenue to consider targeting with global expansion

Technical Experience:

- Completed summer internship at IT-BHU (Varanasi, India) under the guidance of Prof. Anand Mohan, Learnt VHDL design concepts and tools followed by design of combinational and sequential modules – arithmetic circuits, encoders/decoders, multiplexers, counter and shift registers.
- Finished summer training at VPL INFOTECH & CONSULTANTS (Delhi, India). Learned the basic needs of Micro Controller family, developed the assembly level programs based on Intel 8031, 8096 & PIC micro-controllers, designed the detailed hardware circuits for the given applications, and identified the need for I/O and memory expansion methods for an application.
- In final year of undergraduate studies, completed a research project based on SVPWM (Space Vector Pulse Modulation) Theory where we (as a team of 4 students) designed a SVPWM device and embedded it in a FPGA (Field Programmable Gate Array Kit)

Computer Skills:

- Proficient in Microsoft Office, Microsoft suite, Microsoft Project, Adobe
- Languages: C, C++, VHDL, BASIC, UML, HTML,SQL
- Direct Mail Marketing Experience.
- Used Data base management apps like Salesforce CRM, Center IC
- Used SharePoint, Rapid share as data repository
- Used Visio to design flow charts, work flow diagrams in various projects
- Experience using common web analytic tools such as Google Analytics, Yahoo Analytics, and Crazy Egg
- Extensively used Social Media Tools for Online Marketing
- Familiar with Waterfall, Agile software development concept
- Understand the use and concepts of SEO/SEM

Other skills:

- Proficient in Social Media Marketing, Direct Mail Marketing.
- Proficient in creating marketing sales sheets, solution briefs, collaterals, catalogs, brochures
- Extensive amount of experience in developing Marketing Plans, Business Plans and in doing Market Research.