

SANA SHAIKH

Current Role: Senior Account Strategist (L4) | sanashaikh@google.com | +91 8879497752 |

Education

MBA (Marketing & Strategy)	Indian School of Business, Hyderabad	2014 - 2015
Bachelor of medicine (MBBS)	Terna Medical College, Mumbai	2006 - 2011

Google Work Experience

Senior Account Strategist (CM), gPS Media Ops (gPS MOps), North America

Sept 03, 2019 - Present (Hyderabad, India)

- Working with the Large Customer Sales team, based out of Toronto, managing an **annual portfolio of ~\$150M**. Clients are in Luxury apparel, Outerwear, Electronics, and Sports & fitness.
- Part of the team that delivered **CAD\$60M+ to pod quota** during Black Friday & Cyber Monday 2019
- Providing **strategic advice** to agencies to ensure that clients receive the best ROI on their advertising investment
- Collaborating with Account Managers to **align Google big bets with client priorities** by formulating strategies for growing both Client's and Google's revenue
- Advising clients on **strategic overhaul of account structure** to maximize revenue investment on Google advertising and maximizing benefit through solutions across automation, attribution, ad assets, and mobile.
- Initiated auto bidding experiments for clients to demonstrate the value of auto bidding over manual bidding in terms of time and financial efficiency
- Leveraging Google's audience solutions to allow clients to build **comprehensive customer acquisition strategies** to gain higher returns from returning customers, while maintaining their new business acquisition goals
- Improving client coverage by implementing dynamic search ads. Improved coverage significantly for Black Friday for Indochino

Previous Work Experience (Non Google)

Associate Director - Marketing, Flipkart

July 01, 2019 - August 31, 2019 (Bangalore, India) {Had to leave due to personal reasons owing to city relocation}

- Managed a 10 member team to deliver marketing solutions for e-commerce sellers
- Led creation of seller testimonials video production and seller recognition program

Marketing Head, Goodera

June 18, 2018 - June 19, 2019 (Bangalore, India)

- Managed an annual budget of \$1 Mil for digital and offline lead generation campaigns across channels
- Led a marketing team of 8 consisting of associates, content writers, designers and handled 10+ advertising, PR, media buying and video agencies across geographies
- Spearheaded in-app/platform product communication to 1 million platform users across 200 corporates globally

- Managed the creation of all sales ammunition, video case studies, research based white papers for pre-sales
- Delivered ~40% reduction in content creation time and ~30% growth in social media followers by aligning targeted content creation and introducing proper briefing processes like MRD.
- Improved lead qualification and nurturing by ~30% by implementing marketing automation

Associate Director - Marketing, Directi (Zeta & Media.net)

May 2, 2016 - June 11, 2018 (Mumbai, India)

- Led marketing for **SEM content publishers** in the verticals of insurance, health and managed multiple lead generation and web traffic campaigns through all social channels
- Managed an **annual social media budget of 1.9 Cr** to run North America and Canada specific campaigns
- Developing the **brand guidelines and positioning** for Media.net in partnership with a US based marketing agency
- Successfully launched the **buddy referral program of Zeta Wallet** which acquired 10000+ new users
- Created sales and client/user onboarding collateral for the sales team to increase product adoption

Zonal Manager - Sales, Practo

May 04, 2015 - April 15, 2016 (Bangalore, India)

- **Built and led a 22 member enterprise sales team** across the states of Karnataka, Tamil Nadu and Kerala
- Equipped in **SAAS** (software as annual subscription) and **online Ad sales** for the B2B segment
- Conceptualized sales strategy for the zone and onboarded key hospital chains like Fortis, Apollo, Manipal, etc.
- **Launched sales in two tier-2 markets** in Karnataka creating additional revenue opportunity of \$300k
- Generated **over \$500k top line revenue** in less than 4 months from B2B sales
- Developed efficiency metrics, targets, discount policies and incentive structure for enterprise sales
- Increased the **customer renewal rate from 60% to 71%** in a duration of 9 months

Senior medical officer, National AIDS Control Organisation

March 15, 2012 - March 31, 2014 (Mumbai, India)

- **Led a 25-member paramedic team** and played a pivotal role in communicating the project activities to all the stakeholders involved: NACO, UNICEF & NRHM
- Conducted **capacity building workshops** for over 200 HIV medical officers on pediatric HIV

Awards, Achievements, and Activities

- Was a part of the **core POSH (Prevention of sexual harassment) committee** at Practo, Directi and Goodera
- Participated as a **panelist in 'role of PR in modern day marketing'** organised by Madison communications
- Was biographed by **'Better India'** and **'Humans of Bombay'**
- Awarded with the **'Dorabji Tata Trust Merit Scholarship'** (Top 3 rankers out of 120) for two of four years in MBBS

- Awarded with the '**Best Young Talent**' (out of 140 medical officers in Maharashtra) at NACO in 2012
- Was the **marketing lead** for Healthcare club at ISB and alumni homecoming event – Solstice