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# Experience Summary

**Markeytek (2019 – current) | Team Size – 6**

**Co-Founder and Product Owner**

Anu co-founded an AR-VR immersive Commerce startup - Markeytek and has been working there since 2019. The startup has delivered its V1 release for key investors and is going live with this implementation in November 2022. The core product developed is an Immersive Commerce solution (Android and iOS App + Web release) that includes an immersive 3D virtual store with Virtual Tryon using Unity’s face tracking technology and a unique Conferencing solution that enables social shopping.

Anu worked with the CEO as an equal partner, taking complete ownership of the delivery of the prototype and the core product. She has doubled up as Delivery Lead, and key Product Owner for this project.

* Well versed in Immersive Commerce in Jewelry domain, having taken a startup through concept, to seed funding and V1 release
* Adept at Product discovery, Idea Generation and Screening, Concept Development and Testing in AR-VR domain
* As Delivery Lead, managed Delivery of AR-VR implementation on App and Web from prototype to V1 release
* As Product Owner, delivered all Client/Stakeholder presentation and demos, Requirement Gathering and Acceptance Testing
* Created user journey map for immersive App experience including Immersive 3D walkthrough, Product Displays, Virtual Tryon and Conferencing
* Adept at Offshore interactions. Worked extensively with offshore development teams on a daily basis to design and develop the app
* Exposure to Unity, Web GL, GitHub, Back End CMS

Reference: [www.markeytek.com](http://www.markeytek.com)

**Blueplanet GreenPeople (2011 – 2016)**

**Project Manager & Marketing Specialist | Team Size – 5**

Blue Planet Green People was an Omnichannel “Farm-to-Fork” Organic Products Business in Dubai, UAE. It provided organic products to its customers with both online and physical store presence. At peak bpgp manage over 500 SKUs

As Project Manager and Marketing Specialist, Anu’s responsibilities included overseeing IT delivery, eCommerce operations management, digital marketing, social media interactions, online ad campaigns.

* Well versed in eCommerce systems, back end operations including inventory management, order management, order fulfillment, billing and accounts.
* Adept at Product discovery, Idea Generation and Screening, Concept Development and Testing in eCommerce domain
* As marketing specialist, managed all social media properties. Ran ad campaigns on facebook, published frequent newsletters and online customer interactions.

**Wunderman India (2007 – 2009)**

**Group Account Manager | Team Size – 15**

Managed key portfolios in Microsoft India account for Wunderman with the overall responsibility of developing and executing synergistic solutions to grow Microsoft’s business and gain market share. The role required developing both outbound and inbound multi-directional outreach strategies and executing multi-channel delivery - online, offline, direct, outdoor, print and digital.

Led a team of account executives and account supervisors and worked with creative teams while being accountable for overall delivery quality and deadlines. Key challenges involved mapping Microsoft Corporations global directives to implement a localized messaging framework, tailor-made for Indian market and enable Microsoft to maximize revenue channels.

* Lead the Microsoft Account team in Bangalore office including a team of account executives, creative and interactive professionals, and responsible for all operational aspects of the branch.
* Strengthen and expand relationships with key clients. Partner with Microsoft’s marketing & communication team and other stakeholders to understand business objectives and outreach requirements.
* Discover avenues for further downstream business and maintain retainers.
* Proactive research leading to creative outlines prepared for projected outreach activities and acquiring an early buy-in from Microsoft.
* Fiscal responsibility for overall account profitability including client budget, expense reporting, and campaign profits and losses.
* Overall delivery responsibility of various strategic initiatives through the entire life cycle - from eliciting outreach requirements to timely deployment of marketing collaterals within budget.
* Obtain client feedback through weekly and monthly reviews and optimize/modify internal processes to improve quality and efficiency.

Key Campaigns:

* Windows Client –Windows Vista Beta and Windows 7 launch.
* IT Professionals and Developers– Technet, NSAT, MSDN, Tech.ed, Hello World
* NSAT up by 2 points – India was the only country where the NSAT rating went up by 2 points for both IT Professionals and Developers.
* Subscriptions/ participations – TechNet subscription increased by >15%.
* Tech.ed – A successful event with over achieved registrations and participation target
* Tools Business – Visual Studio 2008, ALM and Cost Control Campaign
* Academia –DreamSpark and Imagine Cup (Inaugurated by Bill Gates in India)
* DreamSpark/Imagine cup – Successful launch and inauguration by Bill Gates. Over achieved the total number of registrations and participation.
* IGTSC – Branding
* Increased employee retention and helped recruitment drive

**Viziohub Immersive Solution (2004 – 2007)**

**Account Head | Team Size – 10**

Viziohub is a branding agency that worked with clients across verticals like Realty, Hospitality, Education, Hospital, Fashion, Media & Entertainment etc.

Responsible for competitive analysis, focus group, consumer behavior research, interviews and in-depth discussion with business stakeholders to create a sustainable, successful and unique brand.

Worked as a ‘client partner’ to fully understand the client’s objectives, build a brand strategy and implement ‘concept-to-live ‘solution to achieve business objectives. Played a key role in setting up the sales and marketing department. Initiated and took ownership of all sales presentation, collaterals, battle cards for client acquisition.

* Spearheading marketing team for acquiring clientele spread across verticals like Realty, Hospitality, Education, Hospital, Fashion, Media & Entertainment etc.
* Manage accounts and strengthen key client relationships. Partner with key stakeholders from client’s business to understand requirements with the overall ownership of execution.
* Define brand strategy and brand differentiation through research, focus group discussions, interviews, competitor analysis and storyboards.
* Collaborate with visuals and web development team for the Creative as well as the Cognitive aspects of the web design based on the branding strategy. Develop the content in collaboration with the copy writers to deliver consistent and comprehensible branding message
* Program management of the 3rd party agencies to deliver the project on time and on budget.

Key Campaigns:

* Apollo Hospitals Project - Achieved a no. 1 listing on Google, hits topped a million with an average of 70 enquiries a day, 80% of the enquiries were International, doctor appointments topped 4000. Webby Winner.
* Hospitality and Tourism: Upto 5 key Indian and international brands including ITC Grand Maratha, Le Meridien, Banyan Tree Resorts, Incredible India.
* Singapore Tourism Board – Online search rating went to #1 within one month of launch. Introduced project tracking and conducted training programs for improving employee productivity.
* Realty: Key Indian developers Mantri developers and Adarsh developers
* Fashion, Media and Entertainment: MTV, Channel V, Indian Fashion designers

**Other Experience**

* ICICI Prudential – Unit Manager **(2 years)** - Managed a team of dedicated Financial Advisors and achieve Value & Volume targets for Insurance suite of products through individual & institutional sales. **Extraordinary Performance Award in 2003.**
* Sobha Light Design – Analyst / Consultant **(2 years)** - a leading Hyderabad based company into state-of-art lighting solutions. Key responsibilities included organizing sales and marketing activities, proposal submission, conceptualize and design lighting solutions, product demos