

Susan Thomas



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A multi-faceted professional, skilled in blending creative intellect / insight and sharp planning skills for managing business operations & meeting top / bottom-line objectives, targeting senior level assignments in Marketing with an organization of high repute



PROFILE SUMMARY

- ❖ Strategic marketing professional with **over 9 years of experience**; specializing in employer branding, content development, and digital marketing across B2B and B2C markets.
- ❖ Recognized as a **Brand Change Agent**, persistent innovator and team motivator who has championed some of the most successful branding strategies and product launch campaigns.
- ❖ Evaluated the entire marketing mix and provided a long-range vision for the brand by creating a roadmap for short- term goals.
- ❖ Expertise in executing successful **Brand Campaigns**, compiling quarterly reports of **Website performance, SEO** for IMEA
- ❖ Results-driven marketer with a focus on **maximizing ROI**, expert at planning and executing multimedia campaigns while managing **profit center operations** to achieve organizational goals and ensure top and bottom-line profitability.
- ❖ Proven expertise in **digital marketing strategy development and execution**, tracking/monitoring or generating reports across paid and organic channels like **Google, social media** to drive customer acquisition, engagement, and retention through comprehensive **campaigns**.
- ❖ Employed a **customer-centric, digital-first strategy** with a focus on customer life cycle management, prioritizing the customer journey to boost brand visibility, loyalty, and foot traffic through targeted digital initiatives for **Packt Publishing Pvt. Ltd. as a Senior Editor**.



CORE COMPETENCIES

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|--|---------------------------------------|---------------------------------------|
| ➤ Digital Marketing - Content & Design | ➤ Branding | ➤ Social Media & Community Management |
| ➤ Brand Positioning & Management | ➤ Return on Investment (ROI) | ➤ Content Creation & Customization |
| ➤ Event & Campaign Management | ➤ Corporate & Marketing Communication | ➤ Consumer & Market Research |



SOFT SKILLS



TECHNICAL SKILLS

Adobe Creative Suite, MS Office, Hootsuite, Unbounce, Marketo, CMS platforms, SEMRush and G2



NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- ❖ Served as an Editorial Trainer and Mentor to over 30 Content Development Editors.
- ❖ Successfully established the onboarding process for clients single-handedly.
- ❖ Driving Employer Branding initiatives by the People & Great Work department for IMEA region.
- ❖ Recognized as Subject Matter Expert for video publishing and contributed to quality improvement projects with LinkedIn Learning.



EDUCATION

- ❖ Post Graduate Diploma in Mass Media and Journalism, University of Mumbai: 2020
- ❖ MBA (Executive), Pillai Institute of Management Studies and Research: 2019
- ❖ B.E. (Electronics & Telecommunication), Christian College of Engineering and Technology: 2013



CERTIFICATIONS

- ❖ Certificate Course on Photography from XIC (Xaviers Institute of Communications), Mumbai. - May 2024-June 2024
- ❖ SEO Foundations - Using your SEO foundational knowledge (Feb 2024) - LinkedIn Learning
- ❖ Critical Thinking and Analytical Ability (Nov 2023) -Empowered Learning Systems Pvt. Ltd.
- ❖ Google Analytics for Beginners -Google Analytics Academy



WORK EXPERIENCE

Marketing Specialist - IMEA (India,Middle East and Africa) | Global(Thanks.com), O.C. Tanner India Pvt. Ltd, Mumbai: January 2021 - Present

Responsibilities:

- ❖ Developing the content calendar conceptually and managing it independently from inception to execution.
- ❖ Collaborating with global stakeholders for website management & analytics to generate PR and region-specific articles, white papers, discuss webinar content, and conduct email nurture campaigns to generate leads.
- ❖ Executing email campaigns targeting the India region achieving an average of 15% CTR, a 61% increase in YoY
- ❖ Developing marketing strategies for events and creating social media campaigns for the India region to build thought leadership and convert potential prospects into qualified leads.
- ❖ Collaborated on website optimization techniques, resulting in increased keyword rankings, website authority.
- ❖ Generating quarterly IMEA (India, Middle East and Africa) region reports for SEO, AdWords & website performance in collaboration with the agency and the HQ teams.
- ❖ Collaborating with the clients and the support teams to build case studies, testimonials and other research materials
- ❖ Developing social media calendars and curating content for leaders to establish them as thought leaders in the market
- ❖ Collaborating with marketing and sales teams to drive content marketing and identify trends and opportunities for improvement.
- ❖ Collaborating with IMEA leaders to conduct market research and benchmark competition in the HR Tech sector
- ❖ Creating and managing communication channels, including internal social networks, email campaigns, and other platforms to deliver key messages effectively.

Senior Executive, O.C. Tanner India Pvt. Ltd, Mumbai: September 2019 - January 2021

Responsibilities:

- ❖ Developed and implemented content targeting a global audience for product web pages, ensuring alignment with brand messaging and SEO best practices.
- ❖ Strategized and executed content marketing initiatives that contributed to establishing brand awareness in enterprise-level and mid-sized B2B markets.
- ❖ Managed a dynamic social media community of 6,000 followers, fostering engagement and amplifying brand visibility.
- ❖ Generated over 85% of lead through organic marketing efforts, demonstrating cost-effective lead acquisition strategies.
- ❖ Actively participated in the governance of content assets, working across various Content Management Systems (CMS) such as SharePoint and WordPress.
- ❖ Effectively managed a team of graphic designers, WordPress developers, and other stakeholders to create impactful ads and design web page wireframes.
- ❖ Created over 300 marketing collaterals and content pieces, designing webpage wireframes for landing pages, case studies, product marketing videos, emails, promotional videos, infographics, advertisement copies, banners, and other media aligned with the brand, utilizing SEO optimization techniques.
- ❖ Developed outbound email marketing campaigns that achieved a 35% open rate and tracked metrics across different platforms.



PREVIOUS WORK EXPERIENCE

Senior Content Editor [Videos] | Editorial Trainer, Packt Publishing Pvt. Ltd.: November 2015 - September 2019

Responsibilities:

- ❖ Developed and executed marketing strategies, including content creation for website pages.
- ❖ Published over 50+ e-learning courses, selling 5000+ copies, focusing on high-quality audio and video content, with courses ranked as best sellers by Safari Press and O'Reilly Media with a revenue generation of more than £10,000
- ❖ Innovated and Prototyped publishing strategies using methodologies such as Agile, Waterfall, and Fast to Market.
- ❖ Maintained familiarity with editorial methodologies and standards in the publishing industry, achieving a 100% quality score for three consecutive months according to international publishing standards.
- ❖ Collaborated with IT experts, authors, and reviewers globally, mentoring them in setting up content studios for video production.
- ❖ Worked across complex, cross-functional teams from conceptualization to execution, ensured successful product delivery.
- ❖ Developed compelling visuals, infographics, and videos to enhance content engagement.

System Support Executive, MahaOnline Pvt. Ltd.: June 2013 - July 2014



PERSONAL DETAILS

Date of Birth: 19 September 1991

| Languages Known: English, Hindi, Marathi & Malayalam

Address: Mumbai, MH