

Shreyas Rajan - Business Consulting, Product Marketing, Content Marketing, Digital Marketing & Market Research

- Senior Marketing Professional with 16 years of experience in the industry specializing in **Marketing & Management Consulting**
- Knowledge in **Content marketing, Digital marketing and Market Research** to provide a comprehensive understanding of trends and strategies in specified markets
- Demonstrated expertise in building & evolving **business & marketing strategy, execution and follow-through**
- **Managed high-performance teams**; Leading and enabling them to consistently deliver on business objectives
- **Cross-industry exposure** dealing with Enterprises in IT, Energy, Manufacturing & Life Sciences
- Exposure to **Worldwide Markets**

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Education:

University of Sheffield, United Kingdom

MSc, Environmental and Energy Engineering

Symbiosis, Pune

PGDBA, HR & Marketing

Bangalore University, Bangalore

B.E

Career Track

SolarEdge
Marketing Manager-India
Dec 2019 - Present

Developing marketing plans including key positioning with content, messages, tools and channels
Lead Generation & Sales Support strategy with creation of marketing materials
Setting up web campaigns
Managing Social media & Digital marketing
Plan & execute industry & customer events

Kalkitech
Principal Product Marketing Lead
Apr 2018 - Oct 2019

Consulted around product management, go-to-market strategy and Sales Acceleration. Creation and reviewing marketing content for various technology product lines in efficient and timely manner across all media platforms and manage web content
Handled Kalkitech's Brand Growth and Positioning for various markets Provided Thought leadership in emerging marketing technologies for solutions via webinars and conferences

IBM India
Global Content Marketing
Manager-Communications Sector
Jul 2015 - Mar 2018

Conceived, and executed the complete Go-to-market Strategy for Worldwide teams. Maintaining content marketing calendar, managing social media content and event execution and management. Managed relationships with internal and external creative teams, agencies and vendors to develop integrated customer communication materials

Market Segment
Manager
Oct 2011 - Jun 2015

Product Marketing Manager for the Middle East and Europe to IBM's Cloud and Smarter Infrastructure product portfolio.

G7 Synergon
Project and Business Development
Manager
Jul 2010-Oct 2011

Business Development & Account Management for India and MEA Region with special focus on Strategic Accounts in India/MEA
Training and development of in-house training procedures for the team

DMV Business & Market Research
Associate Project Manager -
Alternative Energy Markets
Oct 2008 - Oct 2009

Supervising, conducting and executing market research, checking & reviewing reports in the renewable energy market
Monitoring the alternative energy database which includes detailed information on power plants, products, contracts and production capacity of various non-conventional sources of energy

Global Water Intelligence
Consultant - Market Research
Jan 2008 - Aug 2008

Authored Market Research Reports for Water Sector for India Market
Promotion of reports at Global Water Summits for Business Unit

Frost & Sullivan
Senior Research Analyst
Apr 2006 – Dec 2007

Planning of Competitive Intelligence and Market Reports for Energy Sector
Developing relationships and interacting with major manufacturers, distributors, suppliers and other necessary sources for gathering primary research results to prepare reports

Millipore India
Application Specialist
Oct 2001 – Jan 2003

Sales of range of products for different applications like filters and contamination kits for oil & gas, automotive industries and lab applications for Southern Region

Certifications

- IBM Certified Advanced Certificate in Software Engineering
- Certificate in Digital Marketing –Manipal Global
- Content Marketing-HubSpot Academy
- Digital Marketing Course - Udemy