

**Email**

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**Address**

Bengaluru, Karnataka

**Phone**

+91 8589099946

**Date of birth**

05-19-1991

**Nationality**

Indian

**Link**

<https://www.linkedin.com/in/srideep-s-9364bb75/>

**Skills**

Product Marketing

Digital Marketing

B2B Marketing

SaaS Marketing

Campaign Management

Content Management

Email Marketing

Customer Relationship  
Management

Marketing Strategy

Social Media Optimization

**Languages****English**

Advanced

**French**

Elementary

**Hindi**

Advanced

## Srideep Saha

**Product Marketing Manager**

Digital Marketer with 4.5 years of professional experience around B2B SaaS market. Leading and tracking campaigns around social media channels and email drips. MBA Marketing graduate. Data driven and detail-oriented problem-solving approach.

**Experience****Product Marketing Manager**

**DBSync LLC** *Bengaluru, India*

June 2020 - Present

- Develop go to market strategy for my products. Oversee product launches, feature releases, and product positioning
- Strategize the product messaging for my end users and run campaigns accordingly using different social media channels like LinkedIn.
- Creating contents like Blogs/Webinars/Newsletters/PR keeping keywords and traffic in minds gaining organic keywords.
- Run email campaigns

**Marketing Analyst**

**Sodexo** *Paris, France*

August 2019 - December 2019

- Prepare Market Research decks for strategy analysis regarding competitors, geographical performance, preferred business products.
- Maintain B2B clients reports and function parallel with the Account Manager.
- Campaign reports aiming on the keywords we were gaining.
- Monitor and keep abreast with industry trends and competitors to identify and respond to new opportunities based on market research, trends, customer feedback and requests, and market demand

**Product Marketing Intern**

**D-Vine** *Nantes, France*

January 2019 - March 2019

- Prepare the market positioning research on SE Asian markets like Beijing, Hong Kong for wine.
- Identify go to market strategy on metrics like geographical area, product demand.
- Focusing on the website traffic. Performing reporting and analysis on traffic results.

**Business Analyst**

**Infosys Limited** *Bengaluru, India*

November 2014 - February 2018

- Business Requirements from clients specific to the software/service identification.
- Understand the business flow and suggest with better product/service options.
- Actively participate in Testing phase with possible user story narration to tech teams

- Handling with client technical issues from Infosys end streamlining overall business process

## Education

- **MBA Marketing**

**Audencia Business School** *France*

2019

- **Bachelors in Engineering**

**West Bengal University of Technology** *Kolkata, India*

2013