**SAVITHRI RAMU**

**8073-505668 • Bangalore, India • savi459@gmail.com**

# SUMMARY

* Accomplished **Digital Marketing Manager** with more than **12 years** of **US and Indian** experience, **US** **MBA and Master’s** degree and client facing work experience in diverse domains (**Telecom**, **eCommerce** **Financial, Pharmaceutical, Insurance and Retail domains at Fortune 500 companies** )
* Proven track record of having worked in B2C digital content.
* Demonstrated success in aspects of content growth initiatives – GA Analytics, SEO, SEM, Multi- Social channel content creation, High converting landing pages, Site traffic metrics, Keyword rankings, DR/DA
* Highly experienced in Client facing communication
* Experienced in setting up and optimizing Google Adwords Campaigns
* Experienced in handling large teams of professionals from diverse project teams
* Strong experience in the following **Microsoft tools: MS Project, Excel, Word, PowerPoint, Visio, and Access.**

# EDUCATION

# Master of Science, Stevens Institute of Technology, Hoboken ,NJ.Major : Information Systems May ‘07

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# Master of Business Administration, Stevens Institute of Technology, Hoboken ,NJ.Major: Marketing May ‘15

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# SKILLS

**Microsoft Office – Word , Excel, PowerPoint, HTML, Google Analytics, Google Ads, Social Media Automation Publishing Platforms , Google Suite, Wordpress Publishing Expertise.**

**CAREER PROGRESSION**

**Spry Social Media, Bangalore, India Aug 2016 to Present**

**Digital Media Manager**

* Brought onboard to design , build and maintain Spry Social Media presence- Established highly efficient digital content publishing procedures for all social media channels.
* Lead, coordinated, and managed the execution of Spry digital content growth marketing communications strategy. Included planning, creation, packaging, target & distribution, tracking and conversion efforts through all social media channels.
* Strategically increased DA and DR through SEO and production of apt content . Overhauled design and execution to produce highly qualified leads. Also maintained digital content publishing procedures across social media channels
* Analyzing the spends and aligning it with the overall campaign goal
* Used analytic tools to measure content publishing results and reported on performance to stakeholders (GA, etc.).
* Identified short-term & long-term scheduling, budget, and resource needs of the organization . Developed & managed Annual Marketing budgets, P/L Projections and KPI Audits & reported to stakeholders the feedback generated via Social Media Channels
* Maintained content migration plans , and ensured an efficient workflow for the creation, editing , publishing and measuring performance of content
* Used knowledge of Google Analytics to evaluate end to end customer experience across multiple channels and customer touch points

**Verizon Inc., Dallas TX May 2015 - May 2016**

**Senior Business Analyst**

* Brought onboard to oversee National Retailers Project which helped Verizon connect seamlessly with retailers such as Best Buy , Costco and Walmart’s systems
* **Conducted GAP Analysis** for the **new Business Model** and additional functionalities to be incorporated. Held **JAD** sessions for better understanding and **refining of Requirements with multiple teams**
* **Analyzed and constructed workflow** and created the **Use Cases**, **Use Case Diagrams, Activity Diagrams** using **MS Visio.** Developed current and future **ER diagrams, Process flow diagrams** using **MS Visio** and **Visual basic.**

**Daiichi Sankyo Inc, Parsippany NJ June 2010 – Jan 2013**

**Senior Business Analyst**

* Brought onboard to help client – **New Product Planning** team **create, launch, and maintain multiple internal** **collaboration portals**- www.ewire.dsi.com & www.onc-wire.com, for the Oncology pipeline drugs and a cardiovascular drug – Edoxaban.
* Performed “As is “Vs “To Be” **GAP** Analysis between the current and desired functionality.
* **Facilitated and participated** in **JAD** **sessions** with business leads -Brand Marketing teams in **US, Germany** & **Japan** to do **end to end** **Requirement Gathering**. **Determined operational objectives and evaluated** output **requirements and formats**.

**Barnes & Noble Inc, Basking Ridge NJ Feb 2010 - May 2010**

**Senior Business Analyst**

* Responsible for **design and development** of bncollege.com to incorporate the Textbook Rental – allowing college students, the ability to rent textbooks, digital downloads of textbooks books both online and in-store pickup
* **Collaborated with Business Stakeholders and offshore IT development teams** to **define business requirements.** Took meeting minutes during requirement gathering sessions, **drafted the Business Requirement Document** **(BRD)** and **functional requirements document** – **FRD**

**Met Life, Long Island City, NY Oct 2009 – Jan 2010**

**Senior Business Analyst**

* Brought onboard for creating MyMetLife.com, the intranet website for MetLife U.S employees. Also **migrated** **content from V6 to Vignette V7 (CMS) for deployment of website content**
* **Coordinated with IT and Business Stakeholders** and communicated changes in project during each phase of project lifecycle
* Conducted “As is Vs To be” **GAP** analysis for **My MetLife website and coordinated with internal IT department**. **Drafted the Business Requirements Document** -**BRD,** Software Requirements Document. Took meeting minutes during meetings with Senior Management.

**News Corporation, South Brunswick, NYC June 2009 – Sept 2009**

**Business Analyst**

* Lead a project to share Web Content among Print, Web and TV Media websites for FOX Sports , FOX News, SKY Sports , SKY TV, STAR TV, FOX Business ,WSJ, NY Post and Sky TV using a **centralized CMS (Fatwire) in Asia**, **North America and Europe** ,thereby reducing annual costs of $ 8 million and increasing revenue by licensing content.

**Citigroup Inc., NYC June 2007 – Mar 2009**

**Business Analyst**

* Brought onboard to help Citi Markets and Banking to Reengineer a critical application (EMS) - Project initiated by the CTO office to better capture and reduce Trading application failures for 300 applications across CMB.

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# LEADERSHIP AND VOLUNTEER ACCOMPLISHMENTS

**Founding President, Stevens Institute of Technology Sustainability Club.**

Lead the meetings, served as a resource on campus sustainability. Mobilized volunteers creating a sustainable campus.