DHRUTI DESHPANDE
Marketing Manager

SUMMARY

Marketing manager with track record of creating, managing, and launching marketing strategy:
- Developed 12 month campaign onboarding 6.6M total (voice, broadband, video) subscribers acquired in telecom merger
- Created framework of customer motivations based on customer insight research and presented to Viacom executives
- Marketed Top Chef event resulting in 100% of tickets being sold in 15 minutes, the fastest selling event at Yale SOM

EDUCATION

YALE SCHOOL OF MANAGEMENT (SOM)   **New Haven, CT**
Master of Business Administration (MBA), Marketing   **2017**
- Leadership: (1) Top Chef Lead - marketed cooking competition, which became the most popular event at SOM (2) Food & Beverage Club Co-Lead (SOM's largest club) – organized educational events like Yale Food Symposium and Etiquette Dinner
- Awards: Winner of Amazon Case Competition for go-to-market strategy for pharmacy delivery service, estimated $1B revenue
- Projects: Assessed chefs' customer experience at MAD/Yale Leadership Summit (non-profit educating chefs) by conducting observations, surveys, and interviews and presented recommendations to MAD executives
- Relevant Coursework: Digital Strategy, Strategic Marketing Leadership, Managing Software Development, Managing Marketing Programs, Consumer Behavior, History of Food

THE UNIVERSITY OF TEXAS   **Austin, TX**
Bachelor of Business Administration (BBA)   **2010**
Bachelor of Arts (BA), Economics, Art History (m), *Distinguished College Scholar Award*   **2010**
- Selected as the first undergrad Finance intern at **The Metropolitan Museum of Art** and created donation database for CFO
- Marketed 6 mixers totaling $45k and 5k attendees for **Jack S. Blanton Museum of Art** as **President** of Student Guild

PROFESSIONAL EXPERIENCE

VIACOM LABS   **New Haven, CT**
Yale Center for Customer Insights Project Fellow   **Fall 2016**
- Gathered customer insights around how fans engage with brands and other fans by researching fandom culture, interviewing 45 fans and makers, and observing purchasing and selling behavior at New York Comic Con
- A/B tested insights by designing survey, surveying 600+ people, and analyzing difference (8%+) between demographics groups
- Created a framework of customer motivations based on insights and presented to Viacom executives on opportunities for how the firm could apply this framework to engage consumers

JOSE ANDRES THINKFOODGROUP – 2 Michelin stars, TIME's 100 most influential people   **Washington, D.C.**
Marketing and R&D Intern   **Summer 2016**
- Developed digital customer retention campaign by identifying marketing channels and social media influencers and creating messaging across 25 Jose Andres local and international concepts
- Designed process across 5 cross-functional teams to both ideate new projects and launch projects in development

ACCENTURE   **Dallas, TX**
Senior Consultant, Industries: Communications/Media, Technology – **2 direct reports**   **2013-2015**
Analyst, Industries: Communications, Manufacturing   **2011-2013**
- Mapped customer journey across 10 cross-functional teams for client in midst of a merger to identify risks to customer experience and outlined mitigation strategy and accountability measurements
- Served as counterpart to Marketing Director and outlined project plan, communications, and campaign educating and onboarding 3.3M voice, 2.1M broadband, 1.2M video subscribers acquired in merger
- Led project management for $10M global Salesforce project and partnered with product management and engineering to define and execute 3 month product development roadmap and KPIs
- Designed, developed, and tested custom forecasting program with engineering and supply chain teams to determine capacity for 4 global oilfield manufacturing plants producing $6B annually in revenue and communicated the roll-out of features externally

SKILLS

- Business strategy – Identified risks and outlined mitigation strategy to reduce impact to customer experience during merger
- Product marketing – Developed campaign for 25 Jose Andres concepts ranging from food trucks to Michelin starred restaurant
- Analytical – Analyzed manufacturing big data to write algorithms to estimate supply chain capacity for forecasting program

ADDITIONAL INFORMATION

- Technical Languages – JavaScript (novice), HTML (novice), CSS (novice)
- Languages – Spanish (conversational), Marathi (spoken), Hindi (comprehension)
- Interests – Cooking/dining, music, art, travel/backpacking, work out