



# Sreeparna Roy

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## PROFESSIONAL SUMMARY

With experience spanning more than 13+ years, as Marketing Professional in team leadership roles delivering exceptional marketing campaigns, content and analytics based on innovative strategies.

Experienced in mentoring and challenging co-workers/team members to meet and exceed company goals.

Currently looking for a challenging new role with a progressive organization.

## SKILLS

- Branding
- Content & Ad Strategy
- Markets (Mid/Small/Large)
- User Experience (all screens)
- Design (UI)
- P&L and Analytics

## WORK HISTORY

### HEAD OF SALES & MARKETING

03/2021 to 06/2023

#### Lighthouse SARL (Dynalight) | Chennai, IN

- Spearheading development, communication and implementation of effective growth strategies and processes.
- Monitored SaaS markets to devise Go-To-Market strategy with in-depth competition analysis, focused on easy user interface.
- Created and launched new online content & ad marketing strategies, resulting in 65% increase in brand outreach & awareness.
- Collaborated with management team, internal teams and service providers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Set-up CRM workflow & refined data silos for key metric analysis.
- End-to-end P&L handling with effective trend analysis & insight share to Management.
- Redesigned user experience, site functionality and traffic analysis, increasing lead capture by 30% each 60 days.

### SENIOR MARKETING MANAGER

04/2019 to 02/2021

#### Bliss Chocolates India Pvt Ltd | Bengaluru, IN

- Established and managed overall business plan for B2B / Enterprise segment.
- Initiated & streamlined CRM system, maintaining complete database and secure customer information to advise strategic campaign development.
- Identified potential markets Tier-I & II cities in India, to capitalize on under-served areas.
- Designed thorough KPI for teams, ensuring Quality Assurance & Inspection (QA & I) requirements are embedded into processes and project specifications by reviewing results as per quality plans; escalate repeated issues to procurement for better P&L insight.
- Designed, implemented and enhanced national marketing initiatives (Eg. Co-branding Tie-up with CCD, BigBasket & Starbucks) to maximize

outreach and product sales. Successfully project managed numerous multi-lingual direct mail and email campaigns simultaneously.

- Improved Cake & Cookie segment product margin by 60% through B2B collaborative initiatives through co-branding & corporate gifting bulk business. Developed consumer-tailored print marketing materials for targeted distribution.
- Collaborated with management & senior executives on monthly projections, product launches and other marketing plans, to accommodate the rapid growth objectives.

## **NATIONAL MANAGER GROWTH & STRATEGY**

03/2016 to 02/2019

### **Mountain Trail Foods Pvt Ltd (Chai Point) | Bengaluru, IN**

- Handled end-to-end Enterprise/B2B business undertakings, from charting customer journey to workflow design in CRM / ERP.
- Effective report generation for a better visibility on P&L management & handling.
- Involved actively in the process of content development for re-marketing & launch campaigns across product line.
- Developed effective marketing strategies and initiatives along with the other business verticals of the company to ensure maximum effective exposure of the business. *(Eg. Initiated & managed B2B events & awards through vendor management & profit share negotiations, which resulted in highly potential lead generation which contributed to 70% to revenue.)*
- Headed Inside Sales team for Enterprise business. Managed national team across 7 tier-I cities.
- Engineered sales qualified funnel of worth Rs.33.87 Crore through varied marketing initiatives of digital channel promotion, campaigns & effective account management.
- Coordinated closely with MIS & analytics team, for weekly, monthly & ad-hoc report analysis to prop strategic decisions towards P&L management. *(Eg. Eliminated 50% of slow moving stock resulting in one-time Rs.400,000 inventory reductions.)*

## **KEY ACCOUNTS MANAGER**

04/2013 to 02/2016

### **Evolve Back (before Orange County Resorts) | Bengaluru, IN**

- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling corporate deals for AGMs & C-suite stay.
- Capitalized on cross & upselling opportunities through effective management of CRM & database resulting in 25% increased revenues.
- Delivered unique purchase experience and converted leads to repeat guests through positive referrals and database management.
- Demonstrated exceptional knowledge of process optimization in relation to P&L.
- Diligent & pro-active client handling of HNIs, Corporate Groups, etc. Cultivated and strengthened lasting client relationships using loyalty program offerings and WOM / referrals.

- Involved in market research in tracking trends and created promotional & educational content for campaigns & collaterals.
- Assisted in recruiting, hiring and training of team members.

## BUSINESS DEVELOPMENT MANAGER

08/2009 to 02/2011

### AppsBee Solutions | Kolkata, IN

- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Through profiling service based offer. Project bidding through portals like Elance, Guru, etc.
- Identifying, qualifying, and securing business opportunities; coordinating business generation activities; developing customized targeted sales strategies for Europe & New Zealand Markets.
- Maintained meticulous client notes & created reports and presentations detailing business development activities.

## CLIENT RELATIONSHIP EXECUTIVE

09/2008 to 07/2009

### IndusNet Technologies Pvt Ltd | Kolkata, IN

- Managing IT project delivery with sound understanding of various IT tools with end-to-end ownership.
- Generate new business opportunities by way of account mining. Responsible for client on-boarding and management.
- Accountable for accurate monthly resource forecasting and demand fulfillment.
- Ensuring clients have positive experience by communicating effectively pre and post deal process.
- Developed proposals and collaborated with team preparing presentation materials.

## EDUCATION

### PGP UI/UX | Design & Visual Communication

06/2023 - 12/2023

### Indian Institute of Technology, Roorkee

(Pursuing)

### PGP Strategic Digital Marketing | Digital Marketing

07/2021

### Great Lakes Institute of Management, Gurgaon

### MBA | Marketing & Systems

03/2013

### Mount Carmel Institute of Management, Bengaluru

### Bachelor of Science | General Science

09/2008

### University of Calcutta, Kolkata

## ACCOMPLISHMENTS

- "Rocket Fuel" in 2017 & "Leading Light" in 2018 by Chai Point as National Manager Enterprise Strategy.
- Introduced marketing automation tool for Dynalight as integrated extension for better lead & workflow management.

## CERTIFICATIONS

- Certification on Business Intelligence using Power BI & Tableau, Grant

Thornton – 2023

- Enterprise Design Thinking (Practitioner Badge), IBM - 2023
- Licensed Six Sigma Green Belt, Mount Carmel Institute of Management - 2018

## LANGUAGES

**Bengali:** Native language

**English:**



Proficient

**Hindi:**



Proficient