

Bhawna Sharma

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Summary

Result-oriented marketing professional, develops marketing collateral for SaaS products. Keen learner and enthusiastic team player who is able to take instructions from all levels and build up good working relationships with colleagues.

Experience

ProdEx Technologies

Product Marketing Associate, Chennai, Tamil Nadu

02/2020 - 12/2022

- develop digital marketing campaigns to promote SaaS products and generate demos
- identify appropriate marketing channels and target customers for campaigns using LI Sales Nav
- develop specific marketing strategies for lead generation through emails and LinkedIn messages
- work closely with product and sales department for GTM strategy
- create materials for sales presentations and product demos
- generate ideas for email templates and blogs

OMICS International

Assistant Managing Editor, Hyderabad, Telangana

05/2015 - 02/2017

- create digital marketing campaigns to promote my journal in digital space
 - communicate with researchers through email and other modes of communication
 - maintain continuous flow of the manuscripts
 - review, format and proofread the manuscripts
 - create content for the journal's homepage
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Education

Master of Business Administration

Vellore Institute of Technology, Vellore, Tamil Nadu

07/2020

8.0 (CGPA)

Bachelor of Technology

Lovely Professional University, Jalandhar, Punjab

07/2015

7.9 (CGPA)

Skills

Content Creation, Lead Generation, Market Analysis, Excel

Languages

English, Hindi

Certification

- The Strategy of Content Marketing (12/2022)
UC Davis
 - Advanced Excel (10/2020)
 - Digital Marketing (07/2019)
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Hobbies

- Listening to music
- Drawing
- Exercise