



# Ms. Vaishnavi Srinath

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## A little bit about me

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I have 4 years of professional experience. After two years as an engineer, I furthered my education with an MBA in sales and marketing. This academic background has equipped me to work in diverse industries, including IT, retail, and SaaS, where I have honed skills in product and digital marketing, customer sales, use case studies, marketing strategy, market research. My startup background has instilled in me a strong work ethic for both groundwork and strategic planning. I look forward to challenging opportunities that foster learning and shared successes.

## Professional Experience

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**Marketing and Sales Manager, Distill.io**  05/2022 – present | BANGALORE, India  
Distill is a website change monitoring tool that makes tracking website updates, automated and simplified.


- Planned and executed product marketing activities, encompassing feature launches, use case-specific campaigns, promotional initiatives, and informative webinars.
- Authored and published weekly blogs to enhance content marketing efforts.
- Designed and deployed solution landing pages to drive customer engagement and showcase product utility.
- Emphasized SEO optimization, managed LinkedIn Ad Campaigns, implemented Reddit Ads, executed backlink-building strategies, and enhanced website domain authority.
- Analyzed customer reviews on the Chrome extension store to drive increased downloads.
- A/B tested Ads, content strategies on various platforms
- 3X organic website traffic by strategically grouping keywords, implementing internal linking strategies, and creating user-focused content, such as blogs, use-case articles, and DIY guides.
- Crafted customer pitch decks and led sales conversations, gathering consumer insights, while also structuring sales processes to monitor and maintain sales funnel activities.
- Identified use cases and created how-to video guides and led product demonstrations in B2B Sales pitches

**Marketing Intern, Distill.io**  07/2020 – present | BANGALORE, India

- Ensuring engagement on product platforms like Product hunt, Indie hackers, Hacker News during product launches etc
- Competitive analysis and market research, campaign planning and management
- Ideation for content marketing and creating persona specific blog posts
- Analysing features and use case compatibility and opportunities for monetization

**Sales and Marketing Intern, Titan Company Limited** 05/2020 – 06/2020 | BANGALORE, India

- Segmentation based on communities in the Karnataka region
- Identifying problem areas via customer conversations, conducting reserach calls and focus group discussions
- Identify cultural factors/ influences in jewellery preference and buying behaviour
- Showcase customer narratives about different players in the market
- Short term and long-term plans to increase Kannadiga customer base

**Product Marketing Intern, Progress Software**  03/2020 – 07/2020 | BANGALORE, India

- Created short videos and posters for social media during product updates and launches

- Research calls for NPD, understanding FAQs on the public and community forums and initiating creation of feature assets along with product evangelists
- Handled marketing campaigns for the Demand Generation team

#### **Quality Assurance Engineer, Tata Elxsi**

2017 – 2019 | BANGALORE, India

- Created and maintained project dashboard, tracked project health indicators and interfaced with clients for deliveries
- Performed release certifications, project audits for better CSAT
- Aided productivity-driven development by monitoring and reviewing KPIs and sprint planning via JIRA
- Performed root cause analysis and created a knowledge compendium for the project teams.

### **Education**

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#### **MBA- Marketing and Sales Management,**

2020 – 2022 | Manipal

*T A Pai Management Institute*

Secured **7.8 CGPA** and was the **topper** of my cohort, and was in the **top 10** of the batch

#### **Bachelor's of Engineering,**

2013 – 2017 | Bangalore

*Visveswaraya Technological University (VTU)*

Secured **74%** and specialized in Information Science Engineering

#### **PUC, Karnataka State Board, Narayana PU College**

2011 – 2013 | Bangalore

Secured **82%** with specialization in Physics, Chemistry, Mathematics and Computers

#### **10th Standard, SSLC, Karnataka Board,**

2001 – 2011 | Bangalore

*Poorna Prajna Education center*

Secured **94%**

### **Awards**

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#### **Dean's Honor roll for Excellence in Academics,**

05/2022

*T A Pai Management Institute, Manipal*

#### **First Rank for PGDM Marketing batch 2020- 2022,**

05/2022

*T A Pai Mangement Institute, Manipal*

#### **Toast Master Level 1, Toastmasters District 121**

2021

2 Best speaker certificates and 4 Best Table topic speaker certificates

#### **TATA Elxsi Bravo Award, TATA Elxsi**

2019

I was conferred the award for streamlining processes and tools in 6 Airtel Projects

### **Organizations**

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#### **Literary and Media Committee, TAPMI,**

03/2021 – 03/2022 | Manipal

*Co-Convener of the committee*

- Branding TAPMI, Literary event management, handling social media accounts, merchandising and branding.
- Planning and **leading a team of 44 members**

#### **Toastmasters, Member**

2020 – 2021 | Manipal

Completed level 1 certification with 2 best speaker and 4 best table topic speaker awards

## Skills

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**Ahrefs, ScaleNut** (*Content creation*), **SurferSEO, Sales conversations, Content marketing, Market research, ChatGPT, UberSuggest** (*SEO marketing*), **Canva** (*Designing*), **Sprout Social** (*Social Media Management*), **Microsoft Office, Adobe Lightroom** (*Photo editing*), **Google analytics, LinkedIn Campaign Manager, Microsoft Designer**

## Interests

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**Gardening, Trekking, Cycling, Aerial Silks, Blogging,**

**Traveling** (*I've toured Italy, France, Spain, New York, Los Angeles, California, Minnesota, Agra, Rajasthan, Kerala, Nepal, Darjeeling, Sikkim, Himachal, Kanyakumari and more.*),

**Freelance content writer** (*Creative merchandising, Ad copies, start-up presentation decks, brand stories, etc.*)

## Projects

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**Usecase blogs,** *Technical articles researched and written by me*

<https://distill.io/blog/> 

**Product tutorials,** *How-to guides, and screencast videos, scripted and produced by me*

<https://www.youtube.com/playlist> 