



SHARMISHTHA ALWEKAR

PRODUCT CONSULTANT 📍 MUMBAI, INDIA ☎ +91 81251 60139

◦ DETAILS ◦

Mumbai
India

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◦ LINKS ◦

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◦ SKILLS ◦

Communication Skills

LinkedIn Sales Navigator, Supply
Chain Management

Analytical Skills, Strategic
Thinking, Problem Solving,
Negotiation, Change Management

Microsoft Office Suite, Google
Suite

Marketing & Brand Management

HR Management

Learning & Development

Salesforce

◦ COURSES & CERTIFICATIONS ◦

Brand Strategy Programme
(2023)

S P Jain Institute of Management &
Research, Mumbai
Capstone Project:
Brand Plan-L'Oreal

Certified Professional Business
Analyst (2016)
TUV SUD

👤 PROFILE

Dynamic, motivated **Marketing & HR professional** with a strong passion for **Marketing and People Management**. Seeking an opportunity to contribute my expertise to a progressive company that values growth. With a proven track record, I am dedicated to delivering exceptional results and collaborating effectively in a team environment. Eager to take on new challenges and continue expanding my skill set while driving success.

Targeting positions in *Marketing Operations / Marketing Management / Business Operations / Brand Strategy Management / Product Marketing / HRBP / HR Business Partner*

📁 EMPLOYMENT HISTORY

Product Consultant at LinkedIn, Mumbai

August 2022 — Present

- Understand our clients' business objectives and challenges, and provide strategic insights to help them achieve their goals using LinkedIn's products and solutions.
- Conduct strategic business reviews with clients to assess their performance and identify opportunities for growth and improvement.
- Proactively engage with clients to ensure they are fully utilizing LinkedIn's platform and features to maximize value and ROI.
- Collaborate with cross-functional teams, including Sales, Marketing, and Product, to drive customer success and resolve any issues.
- Provide product training and on-boarding support to clients to ensure a smooth adoption of LinkedIn's tools.
- Act as a customer advocate within the organization, representing their feedback and needs to help shape future product development and enhancements.
- Stay up-to-date with industry trends and best practices, and share insights with clients to help them stay competitive.
- Core member of Tiger team, conducting marketing workshops for clients, facilitating branding events by representing LinkedIn.

Customer Success Manager at COATS Digital, Gurgaon

April 2022 — August 2022

- Representing the company at Marketing events and conferences.
- Drove Marketing initiatives to increase product visibility and performance
- Created and maintained reports for capturing leads and collaborating with sales team.
- Continuously worked towards improving customer engagement by increasing customer touch-points, achieved by close coordination between internal and external stakeholders

Manager - Business Operations at ONLINESALES.AI (MERKL SOKRATI GROUP), Pune

January 2022 — March 2022

- Lead a team of 3 Analysts, and owned NPS for channel partner of key accounts
- Successfully designed and implemented the performance metrics for team
- Worked closely with the customer helpdesk, customer success & product teams, ensure SLA's are met and drove product meetings

- Successfully delivered customer projects viz, GMB alignment across 500 channel partners Interaction (external and internal)
- ZOHO management for streamlining ticket flow, daily and monthly team review in order to streamline any challenges/issues
- Created and maintained metrics reports on marketing and sales activities and effectiveness and business impact
- Understand all facets of the platforms for B2B clients, such as campaign planning and execution, lead scoring, lead nurturing, segmentation and creation of ROI reporting

Account Manager - Tech Support at Dineout (Times Internet), Pune

April 2019 — September 2021

- Managed a team of 3 and handled a portfolio of accounts for dineout (B2B) as well as SAAS products (POS, Supply Chain Management and CRM tools)
- Collaborated with Sales Operations and product teams in business to design and implement solutions to meet critical business objectives
- Upgrading the product stack by identifying the business needs and operations thus contributing towards the expansion of product portfolio
- Did continuous evaluation and analysis of market by mining all feature enhancement requests from existing customers to ensure relevance of existing products in close co-ordination with our technical teams.
- Contributed in product implementations, managing the product life cycle end-to-end and key member of Product committee.

Account Manager-HR Staffing at TeamLease (eCentric Solutions), Hyderabad

March 2015 — February 2019

- Responsible for directly managing topline by providing staffing solutions for Fortune 500 clients-Deloitte, Dell, HCL, Amdocs
- Played a full time HR Business Partner & executed responsibilities for all the contractors managing contractor life cycle
- Directing Delivery/Recruitment team, acted as the POC between vendor and client procurement team in order to fulfill project requirements
- Formulating MIS for analyzing the business performance and maintaining ledger hygiene while ensuring payment collection on time



EDUCATION

MBA (Finance & Marketing), ICFAI Business School, Hyderabad

June 2013 — February 2015

B.Tech. (Computer Science), D. Y. Patil College of Engineering & Technology, Kolhapur

June 2009 — May 2013



ACHIEVEMENTS

- Client appreciation for driving successful workshops, Recognized for achieving lowest churn in APAC for Q4-2023 and extending support to other LOB's at LinkedIn
- Successfully represented Coats Digital at *Global ASW-2022* event and key member in driving branding and promotional activities
- Awarded as "**Most Valuable Player**" of the company at Times Internet
- Responsible for client business expansion from the site/outlet count of 10 to 200+ at Times Internet
- Qualifying for incentives twice a year with 115% achievement at eCentric. Reduced billing loss through rigorous follow-up with the clients & customers
- Played the role of an Implant in Amdocs (one of the top tier/ big enterprise account), a premium client of the organization for a year and provided valuable support
- Expanded the contribution in streamlining the Timesheet Management at eCentric, thereby improving compliance from 30% - 40% to 96% - 97%
- Brought down the appraisal margins at eCentric from an average of 10%-12% to 4%-5% while redesigning the Rewards and Recognition policy for contractors