# AARTI SHRIMALI (CMO & Head Operations)

Digital Marketing | Marketing Analytics | Brand Architecture | Media Planning | International Marketing | Brand Communication | Marketing Strategy Planning | Growth Marketing

|CRM|SFMC

Sales force Architect with experience of working with customers in healthcare, insurance, E-commerce, e-learning (LMS), finance, NGO sectors.

Location: Pune/ Remote Working Industry: MNC / Non-IT/ IT

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# CORE COMPETENCIES



* **International Business Generation & Marketing Strategy**

# Budget management, Crisis management, Market Research, Event Management, Customer Service

* **Digital Marketing (SMM, SEO, SEM, PPC, Google Ad, Bing Ad)**

# Brand Management & Product Positioning & Life Cycle

* **CRM, CMS**

# International Marketing &ORM

* **Web Analytics**

# Lead Generation & Campaign Management

* **E-Commerce Marketing**

# IT SKILLS & Tools

* MOZ, SEM Rush, Hoot-suite, Alexa, SproutSocial, Zoho, Asana, Hub-spot , Marketo, JIRA,Taboola, Hub-staff, Monday.com, Time Tracker, Leecage
* SFMC Email Studio,CDP,,API Integration,SalesforceAdmin, Lightening app building, data loader, workflow, trigger, sales, service & marketing Cloud, NPSP
* Adobe Campaigns, Canva, Adobe Architect, Video Editing
* HTML, CSS, Java Script, WordPress, SQL

# CERTIFICATIONS

* Advanced Google Ad-Word & Google Analytics
* HubSpot Inbound Marketing, Google Search, Display, Shopping, Mobile, Video Marketing
* Advance Certification in Digital Marketing
* Salesforce administration and App building certification.

# PROFILE SUMMARY

As the CMO and Head of Operations at Tech Prastish, I bring over 18 years of expertise in GTM, 360 Marketing, PR, and Communication, Sales force CRM such as; AMPScript, data migration lead, integration architect and technical lead, A/B testing. Experience working in 360 degree with various tracks of solution development in IT environment and pursue various technologies requirement for clients in international markets

. Additionally, I possess a strong skill set in product positioning, branding & performance marketing, brand management, media planning & corporate communications, advertising and business analytics, online promotional campaigns, and leading creative sales and marketing teams.

My extensive experience in product marketing and lifecycle management has allowed me to successfully launch products and drive revenue growth while ensuring effective brand positioning in international Market. I have also demonstrated expertise in developing comprehensive marketing strategies that align with business goals and drive measurable results.

I have a deep understanding of content marketing and have developed and executed successful content strategies that have driven engagement and 50 %conversions rate. Moreover, I possess strong leadership and team management skills, which have enabled me to manage teams and budgets ranging from $50k to $3M with ease.

Furthermore, I have a proven track record in campaign management, where I have successfully led cross-functional teams and launched campaigns that have resulted in significant revenue growth. I have also implemented various marketing automation tools that have resulted in a 25% increase in output.

I served as the Center Head, taking on the responsibility of overseeing all facets of establishing and nurturing the Pune office, ranging from HR and finance to IT and beyond, much like an entrepreneur launching a startup.

My data-driven approach has led to a 15% increase in quarterly sales, and I am confident that I can bring value to any organization that requires my services. As the CMO and Head of Operations at Tech Prastish, I am committed to driving growth and excellence across all aspects of our operations.

# NOTABLE ACCOMPLISHMENTS

* Recognized with:Excellence in Marketing Award 2023 by Herkey
* Award from Ministry of Electronics – India for Graphics Designing in 2020 & 2021
* Most Skillful Employee title in 2020 and 2021, 2022
* Best Innovative Team Leader award in 2012, 2015
* Successfully managed and delivered a Health Project (Covid) for state and national government partners, generating more than 70% leads through Paid Campaigns, Media Activities & Project Launch.
* Launched optimized wave-based and transitional email marketing campaigns, resulting in an average improvement in campaign click through rate (CTR) by 45% year-on-year.
* Created an optimization strategy for the Content Management System, including application and web optimization audits of current and future platforms, which successfully directed 150,000 unique audiences to the landing page during the Covid period for state and national governments.
* Executed extensive media and marketing planning during the Covid period for state and national governments, including strategies for pole, flex, billboard, podcast, and other media types, resulting in significant audience engagement and revenue growth**.**

# WORK EXPERIENCE

**June 2022-present|Chief of Digital Marketing (CMO) &Operations Tech Prastish Software Solutions pvt.Ltd**

* + Responsible for entire marketing activity for B2B along with project management & client handling
  + Handling team of CRM, CMS, campaign management and lead generation, nurturing and conversion (SFMC)
  + Responsible for entire operation of Pune office and center head
  + Responsible for project success, deliveries and employees management
  + Responsible to set marketing goals, objectives, plan, implement and manage marketing strategy
  + Review and manage content marketing strategy, while determining annual marketing budget along with the proper allocation and execution to track the KPI
  + Constantly worked with C-level executives and business stakeholderin making decisions around, short/long term strategic roadmap, transition plans, suggestion plans, suggesting industry best practices.
  + Engaged with Pre-sales team in providing technical assistance on RFP and making customer presentation to close out deals Analyze company's marketing strategy and implementation of new areas of improvement
  + Partnered with the European & Canadian head of marketing in leveraging sponsorships as well as planning and organizing key business events to strengthen the group positions abroad
  + Provided innovative and creative consulting service to key clients while managing corporate marketing and communications functions, direct brand management, PR, media relation, corporate positioning, product launches, advertising , sales collateral and business conclave resulting on over 500 % growth.
  + Managed business development opportunities that resulted in a 40% increase in partnership. Developed marketing plans that increased revenues by 45 %.
  + Created a distinct stratagem and guiding principles to increase the efficiency of marketing and operations management.

# Highlight:

* + Attend Indo Global Business connect 2023 and represent company for best digital transformation company.
  + With all marketing efforts, we have brought our company to the highest competitive stage and have received widespread recognition for our work, being featured in over 70 newspapers and online channels. My efforts, along with those of my colleagues, have contributed to this achievement, and I am honored to have played a part in it.

# Aug’19-May’22 | Group Digital Marketing Manager | Muttha Foundations Key Result Areas

* Developing and implementing effective PR activities & communication strategies to build customer loyalty programs, brand awareness and designing branding material (i.e. Pole , Flex, Billboard, Advertising board etc) for various projects
* Spearheading the end-to-end implementation of salesforce projects primarily development using Lightning & NPSP Component, **Administration**, **Configuration**, **Implementation**, **Lightning**, and support experience with **Salesforce platform**
* Experience in **Salesforce Customization**, data loader, security access, workflow approvals, data validation, data utilities, analytics, sales, marketing, Customer Service, and support administration
  + Heading 150 members of cross functional teams including project, operation, content Marketing, digital marketing, and agency: managing & coordinating with vendors for 360ᵒmarketing activities.
* Formulating & implementing international sales and marketing for lead generation & lead nurturing strategy in CRM & LMS with focus on improving customer retention; defining KPIs to identify trends & opportunities with the help of drip campaigns.
* Monitoring traffic & behavior of costumers through web analytics (Google & Adobe Analytics) using filter & segments, setting funnel in goal, mapping heat, analyzing click path, multivariate testing, and session replay
* Creating new & improved communication methods for entire concepts, stories and messaging for both external & internal key events/activations/campaigns
* Monitoring traffic & behavior of costumers through web analytics (Google & Adobe Analytics) using filter & segments, setting funnel in goal, mapping heat, analyzing click path, multivariate testing, and session replay
* Creating new & improved communication methods for entire concepts, stories and messaging for both external & internal key events/activations/campaigns
* Directly reported to Founder and worked very closely with CEO, COO and board of directors, Govt. of India panel team, to create short and long term business strategies, annual budget, marketing plan to facilitate company growth and measure success of all marketing efforts

# Highlight

* Worked for TV DD-Sahyadri AND am RADIO-DilKhulas for web-series
* Worked with Print media for PR news publications

# 2017-2018 | Business Manager | Bajaj Allianz General Insurance Co. Ltd.

**Highlight**

* Headed the Digital Marketing Team, B2B, B2C, Cross Channels Sales and Marketing Communications, Business Development initiative, and Performance Marketing for the growth of the company
* Developed system architecture for enterprise grade solutions, majorly using salesforce to meet customer needs for the sales and services organization.
* Increased advisor productivity, opportunity close rates and size, prevented lead drop-offs during handoffs, resulting in 183 M of additional asset inflow.
* Grew monthly sales by 20% with average 100 customer showings per event by curating, launching and promoting monthly events via SMM, newsletters and email campaigns.
* Increased estimated 30% annualized walk-in traffic and click through rate on all policies by targeting account based marketing and affiliate marketing.
* Built product displays to promote organically

**2012-2017 | Digital Marketing Manager** | **KSBM**

# Highlights

* Managed corporate marketing & communication, e-mail marketing, direct brand, PR, corporate positioning, product launches, advertising and tradeshow marketing

# Enhanced the ROI by 47% YOY

* Led marketing team for creative campaigns and programmatic buying to support digital cross-promotion, CRM, lead generation and lead nurturing; organized and maintained all-digital multimedia content using Flicker, Tumblr, Mix, Quora, Pinterest
* Provided leadership towards the implementation of all corporate social media accounts & websites to ensure positive online presence using Twitter, Facebook, LinkedIn for business and connected over **20,000+ audiences within three months**

**2018-2019 Marketing Agency**

# Project Marketing Manager-Food brand

* + Developed and executed comprehensive marketing campaigns that increased sales by 20%.
  + Coordinated with cross-functional teams to launch new products and services.
  + Managed digital marketing channels including SEO, SEM, email marketing, and social media.
  + Oversaw event planning and execution, resulting in successful events with over 500 attendees.
  + Maintained relationships with key clients and partners to ensure business growth.

# 2011-2012 | Team Coach (Marketing & Operations) | KVI Group Highlight

* Improved website overall health by conducting SEO Audit, on-page and off-page activities
* Analyzed data and all campaigns insight to measure success, conduct competitors analysis and market research
* Maintained Master data and & other trackers including performance tracker of the team and executed the management of Clients and other stakeholders

# 2007-2010 | Consultant and Copywriter, Sr. Editor | Pfizer USA Highlight

* Edited/ proofread copy of both new and experienced writers to improve their writing skills and produce better copy by encouraging

them to explore topics from various perspectives.

* Researched discrepancies or inconsistencies to ensure the accuracy & consistency of all information recorded in electronic files
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# 2006-2007 | Management trainee CMS & Marketing | Cooperative Bank

**2002-2006 | Admin & Operations** | **LBS Institute of Management**

# EDUCATION

* 2005: MBA in HR from IMS DAVV Indore
* 2002: M.Sc. –Physics (Elec.)–DAVV Indore
* 2000: B.Sc.- Maths -DAVV Indore

# PERSONAL DETAILS

**Date of Birth :** 22nd Sept 1979 **Languages Known :** English, Hindi, and Marathi **Address :** Pune, Maharashtra