Kevika Sharma

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Profile Summary

- 7+ years of experience in Product Management and Marketing across IT, telecom, and retail, specializing in go-to-market strategies, Data Analytics and digital transformation.
- Led product launches for enterprise software and technology solutions, increasing customer adoption by 18%, securing 20+ B2B clients, and reducing time-to-market by 18% through Agile methodologies.
- Promoted to Business Development Consultant in under a year for enhancing client satisfaction by 20% through tailored solutions and improved project outcomes.

Education

Master of Science, Marketing (STEM), (Merit-Based Scholarship Recipient)	Jul 2023 - Dec 2024
Purdue University, Daniels School of Business	USA
Bachelor of Engineering (Distinction Awarded)	Jul 2011 – Jun 2015
Rajiv Gandhi Technical University	India

Professional Experience

Salesforce Marketing Cloud Intern (MarCom) — Jan 2023 – Dec 2024
Purdue University — USA

- Elevated email open rates from 15 to 35% and CTR from 2% to 5% by leveraging Einstein AI Engagement Frequency & Send Time Optimization to refine send times, audience segmentation, and content personalization.
- Orchestrated a 25% engagement increase by automating 15+ customer journeys in Journey Builder, segmenting 200K+ subscribers via SQL in Audience Studio leveraging behavioral triggers for targeted engagement.
- Rectified bounce rates from 12% to 4% by cleansing 50K+ CRM records, diagnosing deliverability issues in Google Analytics & SFMC dashboards, and applying Einstein AI-driven audience refinements.
- Streamlined campaign execution, cutting time by 30%, by automating workflows in Journey Builder, developing HTML & AMP script templates, and integrating approval workflows in Airtable & Asana.

Marketing Consultant — Jan 2024 – April 2024
Consulting Project for Rube Goldberg — USA

- Increased event reach by 45% through strategic audience targeting using Facebook Ads Manager and optimized audience targeting via Google Analytics, improving impressions, CTR, and engagement.
- Enhanced sponsorship acquisition by 30% by utilizing LinkedIn Sales Navigator to identify prospects, analyzing conversion rates, and optimizing outreach with A/B testing in HubSpot CRM.
- Improved website conversion rates by 25% by leveraging Google Tag Manager to track user interactions, analyzing heatmaps with Hotjar, and enhancing the user experience based on bounce rates and session duration.
- Developed real-time performance dashboards in Tableau, integrating data from Google Analytics, Facebook Ads, and Mailchimp, reducing manual reporting by 50% and boosting campaign efficiency by 20%.

Brand Management Consultant — Aug 2024 – Oct 2024
American Hiking Society — USA

- Amplified website traffic by 12,438 visits (39.7%) through a $500 Google Ads campaign, refining targeting, keyword selection, and bidding using Google Analytics & SEMrush.
- Secured 223 donors & 157 volunteers by orchestrating segmented email campaigns in Google Workspace, optimizing engagement through A/B testing and Looker Studio insights.
- Propelled social media engagement by 5,143 interactions (34.6%) using Google Ads & Meta Ads Manager, enhancing ad creatives, refining audience segmentation, and improving ROI via A/B testing & Canva.

Teaching Assistant — Aug 2023 – Dec 2023
Purdue University — USA

- Directed a class of 55 students, managing business cases, grading, and planning with Tableau and PPT for data-driven learning.
- Taught data visualization, enabling students to craft compelling narratives and improve analytical and presentation skills.

Product Marketing Manager   **Jan 2020 –Oct 2021**
Reliance Jio   **India and USA**
- Led the 5G product strategy, resulting in a 16% increase in customer adoption by optimizing the rollout process using Tableau to track key performance metrics and enhance scalability across product teams.
- Streamlined the 5G launch strategy, reducing time to market by 18% by applying Agile methodologies like Jira and improving collaboration among cross-functional teams, ensuring faster execution.
- Acquired over 20 clients from diverse industries, including retail, pharma, and IT, by conducting thorough market analysis and developing tailored 5G solutions that aligned with industry-specific needs, driving notable client growth.
- Increased product visibility by representing solutions at more than four international industry conferences, generating higher levels of stakeholder engagement and capturing significant market interest.
- Forged 8 strategic partnerships, increasing product sales by 22% through tailored use-case identification through identifying relevant industry players and promoting unique product features, helping strengthen market positioning.
- Improved customer adoption by 15% by effectively tracking and optimizing the product rollout in Tableau, ensuring scalability and streamlining the integration of new product features.

Business Development Consultant   **Jun 2016 - Jan 2020**
CGI Inc.   **India**
- Defined and executed a product strategy and roadmap that contributed to a 7% increase in market penetration and a 12% boost in revenue within six months by focusing on key market trends and aligning product offerings with customer demands.
- Optimized go-to-market delivery, reducing project timelines by 18% and increasing team efficiency by 20% by aligning business requirements with technical specifications, ensuring smoother execution of deliverables.
- Enhanced client satisfaction by 35% through effective requirement gathering, 15 tailored presentations, effectively addressing pain points and customizing solutions to client-specific needs, leading to stronger relationships and better service outcomes.
- Optimized the SAP ERP system by debugging code, increasing efficiency by 18%, and reducing errors by 10%, resulting in improved operational performance and a more reliable client experience.
- Secured 4 strategic industry partnerships, which expanded market reach and contributed to an 11% increase in sales by aligning product roadmaps with partner objectives and strengthening collaboration.
- Reduced post-launch issues by 8% and improved product quality through effective cross-functional collaboration with development and design teams, agile processes, and continuous feedback loops between teams.

Academic Projects
- **Amazon Prime:** Conducted market research and competitor analysis of Disney+, Netflix, and Hulu to identify pricing inefficiencies in Amazon Prime's model, proposing strategies to improve retention by 17%.
- **United Way Greater Lafayette:** Led the rebranding of a compelling campaign video and data-driven analytics, resulting in a 25% increase in event donations and the recruitment of 100+ new volunteers for upcoming initiatives.
- **Disney:** Designed an in-depth brand recovery presentation addressing a major public relations incident, providing strategic recommendations that improved stakeholder sentiment and brand perception by 23%.

Skills
Process & Strategy: Product Launch, AI-driven Marketing and Research, Data Analytics, Pricing Strategy, SEO, A/B Testing, Value Propositions, Customer Segmentation, Target Marketing, Go-to-Market Strategy, UX Design, Funnel Optimization, Web Scraping, Data Driven Decision Making, Data Visualization, Negotiation, Strategic Partnership, Growth Marketing
Tools & Platforms: Salesforce Marketing Cloud, Tableau, SAP (ABAP, CRM, SCM), Journey Builder, R, Social Studio, Adobe Creative Cloud (Photoshop, Dreamweaver, Figma), AWS, Google Cloud, Generative AI, Jira, Trello, Asana, Airtable, HubSpot
Analytical Skills: Data Analytics, Competitor Analysis, KPI/Performance Tracking, Google Analytics, MS Excel (Pivot Tables, Data Cleaning, Macros, VBA), Customer Feedback Integration, Complex Data Analysis
Certificates: Google Analytics, Google Ads, Tableau (In Progress), Salesforce Marketing Cloud (In Progress), AWS (In Progress)

Volunteering and Leadership
- Designed and led wellness initiatives as a Wellness Ambassador at Purdue's Recreational Center, increasing awareness by 40% through presentations and coaching in breathwork and nutrition.
- Collaborated directly with Managing Directors for NMACC (Asia's largest Art and Cultural Centre), coordinating interactions with artisans, high-end brands like Dior, and Hollywood PR teams. Recognized for my contributions.
- Co-founded a media marketing startup, driving brand growth and client engagement. Led strategic campaigns that increased audience reach by 38% and improved conversion rates by 30%.