

SURAJ NIRANJAN

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Profile: A proactive, vibrant, versatile Management Graduate demonstrating strong people skills, sound technical knowledge with zeal to perform and excel within a competitive environment. Aspire to obtain a management position with a progressive company that provides scope to apply my knowledge and skills, in the Marketing space and to be part of the team that dynamically works towards growth of the organization.

CAREER SUMMARY

- An energetic, self-motivated and hard-working professional having over **13 years** of experience in **Building Account Based Marketing Strategies, Marketing Communication, Product/Solution Marketing** along with **Digital Marketing, Campaign Management, Market Research** and also **Business Development**.
- An ambitious, fast decision maker with a proven strength in problem solving, coordination & applying business strategies with entrepreneurial and learning spirit.
- Self-motivated, having ability to multi-task efficiently under minimum supervision.
- An Effectual communicator at all levels within an organization and a proficient representative of the company externally.
- Proven leadership skills by managing and motivating other staff to achieve company objectives.
- High interest in visualizing and presentations that helps to excel in product management skills and understanding of business strategy on various domains and industries

MARKETING & DEMAND GENERATION RESPONSIBILITIES UNDERTAKEN:

- Understand and articulate the business needs to deliver feasible Marketing Strategies and Demand Generation programs through innovative Multichannel Campaigns by the method of requirement analysis, development of business case, functional documents, and estimation of effort, time & resources.
- Build Omni channel engagement experiences for the customers across the marketing funnel with appropriate top, middle and bottom of the funnel engagement campaigns for demand generation, lead nurturing, top-of-mind brand building as well as for cross-sell/ upsell.
- Mapping the stakeholder's requirement & providing tailor made solutions to the clients which involves strategic ABM approach of designing & implementing of campaign plans aligned to the ICP.
- Adopt industry specific best practices to create the necessary lead tractions pipeline for the sales team.
- Develop Product Marketing frameworks involving Feasibility Study, Market Research & Competitor Analysis.
- Designing all forms of Marketing Collaterals that communicate the value proposition needed
- Establish Digital Marketing channels by managing Website Content, all forms of Social Media Presence and running digital campaigns based on the business goals.
- Formulate clear metrics that would enable constant evaluation and calibration of the programs syndicated.
- Exposure on Web Analytics to get a real time understanding of the marketing ROIs

TECHNICAL SKILLS

SPSS | Google Analytics | Marketo | Salesforce CRM | Netsuite CRM | Sociabble | HTML | Wordpress | Adobe Illustrator

CERTIFICATIONS & COURSES

Google Analytics Certification | Inbound Marketing Certification | Content Marketing Certification | Growth Hacking with Digital Marketing Certification | ABM – B2B Marketing Strategy Certification

EDUCATION

Master of Business Administration

University of Wales, Swansea (Wales, United Kingdom)

Graduated: Oct 2011

Merit

Bachelor of Engineering- Mechanical

Visveswaraiah Technological University (Karnataka, INDIA)

Graduated: May 2005

First Class

EMPLOYMENT RECORD

Datahash

April 2022 –Till Date

Marketing Consultant

- Frame the Marketing Strategy to align it to the overall Business Goals
- Setup the Marketing Team and the Functional Operation Flow from scratch
- Build the Business-to-Business Product Marketing Road-Map and create the corresponding Marketing Assets
- Establish Go-to-Market Strategies for the different Product Offerings and Curate its Execution

Lectra Technologies

June 2019- Oct 2020

Head of Marketing – India & APAC

- Manage the complete marketing function for Lectra India and responsible for all the associated deliverable
- Conceptualize and Orchestrate Account Based Marketing Strategies with go-to-market objectives for the product offerings
- Develop business-to-business Product Marketing road-maps including Feasibility Study, Budget Planning, Product Launch activities, Campaign Management and Product Lifecycle Management
- Catalyze demand generation activities across the Marketing funnel to create the necessary lead pipeline for the sales team
- Drive the vendors and channel partner ecosystem associated with the marketing function
- Regional power user for Salesforce, Sociabble, and Marketo platforms

Rane Group of Companies (Rane t4u Pvt. Ltd.)

October 2015- May 2019

Manager – Product Marketing and Strategic Marketing Communication

- Responsible for Product Marketing and building the necessary marketing strategies for sales enablement
- Design and syndicate digital marketing campaigns for different business units within the organization while also Curating the company's Social Media presence across all platforms
- Develop all forms of Marketing Collaterals to articulate and communicate the value proposition from the solution
- Managing all PR touch-points for the business while ensuring relevant outreach and media coverage as needed
- Managing the full spectrum of vendors that collaborate with the marketing team

Prospance, Inc.

May 2013- September 2015

Marketing Manager

- Responsible for End-to-End Product Management with Marketing and Communication Deliverables for the organization
- Create Business focused Marketing Collaterals, White Papers, Product Data Sheets, Catalogs, and User Guides.
- Plan and Manage Website Content, Digital Marketing, Social Media Communications, Press Releases, News Letter Contents, Webinars and Customer Success Stories.

GlobalSoft, Inc.

Feb 2012- April 2013

Marketing Manager

- Build Go-to-Market strategies for the solution portfolio and execute them.
- Deliver Marketing Communication activities for the company.
- Design BTL Marketing Collaterals and Manage Campaign Initiatives.

TechUnified

Jan 2008 - Sept 2009

Manager- Business Development

- Managed accounts of more than 800 Client Companies across multiple Indian locations.
- KRA's involved Business Development, Brand Building, Campaign Management, Generating Marketing Collaterals, Inside Sales and Acquiring New Venture Partner Accounts.
- Liaison with internal and external stakeholders on defining the business needs and translate into functional requirements, issue resolutions, tracking the project delivery and sign-off processes.
- Regularly collected & collated market information from all possible sources (Web, print, meetings, and colleagues) and generated reports to determine responses to competitive challenges.

Manpower Services India Pvt Ltd

Feb 2006 - Nov 2007

Consultant Resource Executive

- Engaged in Business Development activities
- New Client Acquisition through Lead Generation, Client Relationship Management and Account Management
- Shared and implemented ideas on the development of the Manpower job portal

ACHIEVEMENTS

- Awarded best article for two Research White Papers presented at European Conference of Information System (ECIS)

References Available on Request