Sharma Mukkavilli

Team Lead - Demand Generation || 7893-427-724 || connectsharma.m@gmail.com

Summary:

Market intelligence and research professional with over 7 years of experience in supporting B2B marketing through primary and secondary research, persona analysis, and competitive benchmarking. Proven ability to collect, analyze, and present structured insights to inform campaign strategy, positioning, and executive decision-making. Skilled in developing audience profiles, tracking digital engagement, conducting landscape assessments, and preparing social media audits and share-of-voice reports. Proficient in tools including Power BI, LinkedIn Campaign Manager, Zoho Analytics with working knowledge of platforms such as Semrush, Hootsuite, Buffer and QUID. Experienced in managing multiple deadlines across concurrent projects while ensuring accuracy and timely delivery. Comfortable working independently or as part of virtual teams, with a strong focus on detail, clarity, and alignment with business objectives. Regularly collaborate with US-based marketing and business teams to support research-driven marketing programs.

Skills:

- Demand Generation & Campaign Management
- Marketing Automation (Zoho Campaigns, Mailchimp, Constant Contact)
- Social Media Management (Hootsuite, Buffer, LinkedIn Campaign Manager)
- Webinar Tools (GoTo Webinar, Zoho Webinars, WebEx, MS Teams)
- Performance Monitoring & Data Analytics (Power BI, Trend Tracking)

- Prospecting & Lead Data Tools (Lusha, RocketReach, Zoominfo, Data Mining)
- SEO, Content Strategy, and Paid Media Campaigns
- Primary, Secondary Market & Persona Research, Competitive Analysis
- MS Office Suite, MS Access, Collaboration Tools
- Coaching, Mentoring & Crossfunctional Team Coordination

Professional Experience:

Team Lead - Demand Generation & Events

Miracle Software Systems, Inc. Visakhapatnam

Mar 2023 - Present

- Managed a team of eight members responsible for executing digital marketing and demand generation tasks, ensuring timely delivery and alignment with business goals.
- Conducted weekly lead acquisition using Lusha, RocketReach, and ZoomInfo, adding over 1,000 decision-makers and 25+ new accounts each month.
- Designed and launched email and LinkedIn campaigns through platforms such as Zoho Campaigns, Mailchimp, and Constant Contact, tracking timelines and engagement.
- Prepared and shared sales enablement materials, including persona documents, battle cards, and competitive summaries to support sales targeting.
- Built campaign performance reports using Power BI, Zoho Analytics, and LinkedIn Campaign Manager, summarizing key trends and actions for leadership.
- Planned and coordinated webinars and virtual events using GoTo Webinar, WebEx, and Microsoft Teams to generate leads and support outreach efforts.

- Managed company presence on LinkedIn, Facebook, and Twitter, using Hootsuite and Buffer to schedule posts and monitor performance.
- Conducted market research to support content strategy and campaign planning, using both internal data and external sources.
- Supported SEO work through keyword research, content updates, and coordination with development and design teams.
- Maintained CRM accuracy by regularly updating and cleaning contact records in Zoho CRM, reducing bounce rates and ensuring clean segmentation.

Sr. IT Market Research Analyst & Webinar Coordinator

Oct 2019 - Mar 2023

Miracle Software Systems, Inc. Visakhapatnam

- Conducted secondary research on companies, competitors, and industry trends using LinkedIn, Crunchbase, Hoovers, SalesIntel, and ZoomInfo.
- Collected and added more than 200 decision-maker contacts each week, supporting outbound campaign lists and database growth.
- Identified and tracked new business opportunities using LinkedIn Sales Navigator and email outreach.
- Managed webinar setup, invitations, reminders, and follow-ups using tools such as GoTo Webinar and Zoho Webinars.
- Tracked webinar registrations, attendance, and feedback, summarizing results in reports for internal teams.
- Coordinated email campaign targeting by selecting contacts based on industry, technology focus, and previous engagement.
- Participated in SEO projects through keyword research and content updates, using data to inform on-page and email content.
- Supported internal and external events by coordinating logistics and sending follow-up messages to attendees.
- Monitored trends in engagement and digital response, identifying areas for improvement in email and webinar campaigns.
- Collaborated with sales and marketing teams to improve data quality, support outreach efforts, and share findings from market analysis.

Partnerships Executive

Aug 2017 - Oct 2019

Miracle Software Systems, Inc. Visakhapatnam

- Actively sought partners aligned with the organization's goals and objectives.
- As the primary liaison for partners, addressing inquiries and concerns, and fostering a
 positive collaborative relationship and acted as a bridge between internal team and partner
 team.
- Formulated and implemented targeted strategies, such as networking events and joint promotions, to establish mutually beneficial partnerships. Collaborated with cross-functional teams to align partnership activities, including coordinating joint marketing campaigns with overarching business strategies, ensuring a cohesive approach across departments.
- Cultivated and maintained strong relationships with key partners, understanding their needs and ensuring ongoing satisfaction.
- Analyzed partnership performance metrics, offering strategic insights and regular updates to senior management for informed decision-making.
- Coordinated logistics for large-scale partner conferences and networking events in North America. Managed all aspects of attendee travel and logistics for international conferences,

- from booking flights and accommodations to organizing local transportation for seamless event experiences.
- Coordinated the shipping of event items as needed, liaising with vendors, and ensuring adherence to budget constraints.

Graduate Apprentice Trainee

Dec 2013 - Dec 2014

Hindustan Shipyard Limited, Visakhapatnam

- Worked closely with the project manager to prepare and present updates regularly, keeping the team and stakeholders informed about project milestones.
- Utilized MS Projects to efficiently identify critical project paths, significantly reducing delays in the ship project's completion by implementing strategic adjustments.
- Facilitated and actively engaged in TNC and PNC meetings with clients, fostering effective communication, and enhancing the seamless progression of project activities, resulting in strengthened client relationships and streamlined project efficiency.

Education Qualifications:

- MBA in Marketing and Finance Management, MVGR College of Engineering 82.65%
- **B.Tech** in Computer Science and Engineering, Al-Aman College of Engineering 61.94%