

AYISHA SHEIK ABDUL

PRODUCT MARKETING
STRATEGIST

89-3900-3981

ayisha.rizwana.sheik@gmail.com

OMR, Chennai, India

PROFESSIONAL SKILLS

- CONTENT WRITING
- CONTEXTUAL MARKETING
- B2B GROWTH HACKING
- MARKET RESEARCH
- LEAD GENERATION

LANGUAGE SKILLS

- ENGLISH
- TAMIL

ACADEMICS

FATIMA COLLEGE, INDIA
B.A - SOCIOLOGY (2002-2005)
UNIVERSITY TOPPER

JUNIATA COLLEGE, USA
B.A - SOCIOLOGY & INTERNATIONAL
SERVICES (2005-2007)
DEAN'S MERIT LIST HOLDER

FULBRIGHT SCHOLAR
(SPONSORED BY THE USA STATE
DEPARTMENT)

PROFILE HIGHLIGHTS

- Experienced in working for SaaS-based, Product-based and Technology Services-based companies
- Skilled in devising ROI-centric marketing plans and GTM strategies
- Expertise in developing conversion-based marketing campaigns and lead magnets to procure MQLs and SQLs
- Knowledgeable in using Account Based Marketing (ABM) techniques to nurture leads
- Proficient in building buyer personas, managing sales funnels and optimizing Buyer Lifecycle Management
- Experienced in performing competitive market analysis, evaluating product market fit, and strategizing go-to-market plans
- Skilled in liaising between top management, product teams and sales / presales teams to develop and execute measurable marketing campaigns

CERTIFICATIONS

- OMCA™ (Online Marketing Certified Associate) Certification – LinkedIn Certification
- Advanced Lead Generation - LinkedIn Certification
- Growth Hacking - LinkedIn Certification
- Account Based Marketing - LinkedIn Certification
- Advanced Google Analytics - LinkedIn Certification
- Contextual Marketing - HubSpot Certification

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TOOLS KNOWN

HubSpot (CRM), GetResponse, Pardot (Marketing Automation software), LinkedIn Sales Navigator (Sales Optimization tool) Canva (Design tool) Placeit, Kapwing, WeVideo (Video tools), WordPress (CMS), Qualtrics, Survey Monkey (Survey tools)

WORK EXPERIENCE (IN REVERSE CHRONOLOGICAL ORDER)

SECUREKLOUD TECHNOLOGIES - ONGOING

LEAD - CONTENT STRATEGIST & PRODUCT MARKETER

APRIL 2021 - PRESENT

- Collaborate with product teams to create digital GTM strategies for SecureKloud's products - CloudEz (A Cloud Management Platform), Readabl.ai and Cloud Managed Services, targeting the US market
- Lead a cross-functional team of 8 to create and execute online campaigns, social media posts, lead magnets and website content
- Collaborate with presales team to create promotional campaigns, product trial campaigns, webinars, and customer-facing marketing collaterals
- Perform competitive market analysis on SecureKloud's competitors, study their tactical movements and generate quarterly intelligence report
- Set KPIs for team members, and achieve quarterly content marketing goals

ACHIEVEMENTS

- Identified key industries and developed Ideal Customer Profiles (ICP) for CloudEz and Cloud Managed Services (CMS) to create GTM strategies resulting in a direct revenue increase of \$5 million
- Organically increased company's LinkedIn followers from 2400+ (in April 2021) to 8300+ (in Feb 2022)

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WORK EXPERIENCE

INDEPENDENT MARKETING CONSULTANT

PRODUCT MARKETER & TECHNOLOGY CONTENT WRITER

JULY 2019 - MARCH 2021

- Worked with SMEs and Start-ups to market their products and services to targeted audience
- Designed effective landing page campaigns and built sales funnels to increase leads & conversions
- Developed Case Studies, White Papers, scripts for product demo videos and other marketing collaterals

AGILISIUM CONSULTING

LEAD - CONTENT STRATEGIST (PRODUCT MARKETING)

JUNE 2018 - JUNE 2019

- Led the content team (of 4 members) to create and execute digital marketing campaigns, SEO content and social media content
- Created marketing collaterals for the newly developed AI-based sales chatbot
- Created product demos and customer-facing sales material in collaboration with sales team leads
- Created lead nurturing content for the website (case studies, blogs, articles) and conversion-based landing page campaigns

ACHIEVEMENTS

- Won 'Top Performer Award' for 2 consecutive quarters

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WORK EXPERIENCE

DEC 2016 - MAY 2018

MATERNITY BREAK

PRAMATI TECHNOLOGIES

SENIOR CONTENT WRITER (PRODUCTS & SERVICES MARKETING)

NOV 2014 - NOV 2016

- Developed quarterly content calendar
- Created SEO blogs to promote company's products (wavemaker) and services (Cloud Managed Services)
- Created eBooks and Customer Success Stories
- Collaborated with C-level executives and product owners to create product marketing materials

GLOBAL ANALYTICS INDIA

CONTENT WRITER

SEP 2010 - OCT 2014

- Created monthly content calendar and internal communication material
- Developed SEO Blogs, Newsletters, Mailers, and Social media posts
- Developed customer case studies for the company's payday loan service - Lending Stream

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WORK EXPERIENCE

RADIO CITY 91.1 FM

KEY ACCOUNTS MANAGER (MARKETING & SALES)

AUG 2009 - AUG 2010

- Sold prime-time radio ad spaces to corporate & retails customers
- Developed creative concepts for Radio Ads on ATL and BTL channels
- Created content for backdrops, hoardings and marketing collaterals

THE TIMES OF INDIA

KEY ACCOUNTS MANAGER (CORPORATE SALES)

JUNE 2008 - JULY 2009

- Sold print ad spaces to corporate & retails customers (power jackets and penultimate pages)
- Created sales decks and conceptualized campaign ideas for corporate clients

JOBZEBRA CONSULTING

BUSINESS DEVELOPMENT EXECUTIVE

AUG 2007 - MAY 2008

- Made cold calls
- Developed sales pitches and marketing presentations

FREELANCE JOURNALIST EXPERIENCE

Worked as a Ghost Writer for India Today Magazine (2008 – 2012)