

NAMITA TIWARI

Career Goal: To create and run next-generation marketing programs that converge digital, brand & content. With passion to leverage innovation & customer centricity, I intend to develop outstanding marketing programs that increase customer engagement & fuel revenue growth.

Career Summary:

- **Masters Program in International Business from Symbiosis , Pune (2000-2002)**
- **Marketing Professional with 15+ years of experience** in Information Technology Industry with exposure to both Product based solutions & Services based offerings.
- **Digital Marketing experience to plan & run digital campaigns across Online channels** like Linked In, Google, Twitter & Facebook and many other industry specific forums. Also experienced in planning and running **Webinars & Blog programs integrated with digital levers.**
- **Online Content Marketing expertise** in creating engaging thought leadership assets like infographics, point of views and blog posts, propagate, plan & run online content marketing programs.
- **Seasoned Experience across Brand Management, Communications, Account based marketing, Analyst Relations, Event & Digital Campaigns, Thought Leadership marketing.**
- **Domains: Travel, Banking, Retail, Consumer Goods, Insurance, Media & Entertainment.**

Proven Experience across various Marketing Activities:

- *** Digital Planning & Integrated Campaign Management
- *** Content Marketing – creation of new content formats & push campaigns
- *** Marketing Automation Programs- Pardot
- *** Thought Leadership Programs – White papers, Webinars & Knowledge sessions
- *** Event Marketing
- *** Marketing Communications

Proven Expertise in multiple Marketing Tools:

- *** Marketing Automation: Pardot, Marketo
- *** Web Metrics: Google Analytics, Alexa
- *** Social Media Analytics: Radian6, Social Studio
- *** Content Curation: Buzzsumo, CurationSuite
- *** Email Marketing: Mailchimp, Leadformix
- *** Content Marketing: Taboola

Educational Background

- Masters Programme in International Business –MPIB (2000-2002) –A two year full time residential post graduate diploma from Symbiosis Institute of Foreign Trade, Pune in 2000-02.
- Three year Diploma Course in Hotel Management from Institute of Hotel Management, Pusa, New Delhi in 1996-99.
- Higher Secondary from D.A.V Public School , Dayanand Vihar Delhi in 1996 – CBSE Board
- Senior Secondary from D.A.V Public School, Dayanand Vihar Delhi in 1994 – CBSE Board

Experience Details

Corporate Digital Marketing Associate Manager – Accenture

July 2016 till date

Location – NCR, Noida

Key Responsibilities: Digital Marketing & Analytics

- Analyst Digital Outreach Program / Analyst Relations: Design and execute the Social strategy and engagement with priority analysts in ecosystem. Increase share of voice of Accenture in Analyst Relations space. Build and leverage relationships.
- Influencer Search & Outreach: Skillfully pick up the right people both macro and micro influencers and get details on their social presence and suggest ways to engage with them.
- Opportunity Centric Marketing / Client Centric Marketing Initiatives: Research and leverage social tools to get information on client and opportunities that can provide edge to sales and account teams.
- Social Media Listening/ Research-based Profiling & Prospecting: Tool based and manually chase relevant information on social media activities of key prospects.
- Content Curation for Digital Branding / Marketing: Search for relevant content on periodic basis, covering all forms of content like videos, infographics and reports.
- Digital & Social Media Marketing plans for Events & Campaigns: Design and execute social media strategy for key events and campaigns and also perform social listening around them.

Key Digital Marketing Initiatives at Accenture:

- Influencer Search and Social Media Listening for Events TechVision 2017, TechVision 2018
- Digital Branding and Content Curation for Digital Touch Screen Wall
- Collections Page for Communication, Media Technologies
- Creating Leadership profiles for prospecting and Digital and Online Outreach.
- Digital Outreach for Customer and Alliance Events
- Digital Brand Campaigns and Brand Audit Programs
- Periodic Accenture Leadership social media audits to improve Digital Share of Voice

Group Manager - NIIT Technologies

August 2013 till July 2016

Location – NCR, Noida

Key Responsibilities: **Running Digital Marketing Programs and Online Content Marketing:**

- ◎ **Digital Marketing Programs & Campaign Management:** To identify and plan various digital channels & online industry forums for digital outreach, evaluate them & create the plan on the digital outreach calendar for the year, run & manage the media budgets for the digital

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programs for **lead- generation. Leverage media vehicles** to establish digital presence & take the NIIT Tech brand ahead.

- **Online Content Marketing:** To create engaging content, thought leadership assets like whitepapers, blogs and point of views, also run campaigns to push these content assets across platforms. Experience in Taboola content marketing platform.
- **Agency Management** – To brief the agency in detail, ideate and guide them to execution of the campaigns, spread across all levers of digital and online from microsites, google search and display, linked in adverts, sponsored ads on digital magazines, direct emailers
- **Digital Brand Presence:** Create and enhance digital presence of NIIT Tech; to build up the messaging and drive the brand presence from ideation to execution. To identify forums and run online brand development programs.

Key Digital Marketing Initiatives at NIIT Technologies:

- **Webinar with IATA & Airlines International** (official magazine of IATA) on **New Distribution Capability** with record breaking registrations of 902 and turn-up of 497 attendees.
- Integrated Digital marketing campaign to pitch **Duck Creek Implementation & Support** services from NIIT Technologies. <http://www.niit-tech.com/duckcreek/>
- Proposition led campaign on Linked in for **Mobility in Airlines** offering of NIIT Tech
- **Webinar with IATA & Airlines International** (official magazine of IATA) on “**Maximizing Operational Efficiencies - Innovating the Cargo System**” with 840 registrations and turn up of 300 attendees.

Awarded “**Value Champion**” Quarterly performance recognition for stupendous success of IATA webinar and overall diligence & gusto in digital initiatives at NIIT Technologies.

Senior Manager - HCL Technologies

August 2008 – August 2013 (5 years)

Joined as Manager

Location – Delhi

Key Responsibilities: Running Marketing Programs & Go-to-Market (GTM) plans for Consumer Services vertical (Retail, CPG and Media & Entertainment):

- **Event Based Marketing** – Conducting Pre- Event- Investment evaluation & Post event ROI Analysis Proactively planning the event participation, designing proposition mailers, monitoring lead generation using marketing automation tools & email marketing tools like Leadformix, sales participation and customer connect.
- **Manage Analyst Interactions** – Leveraging Analyst relationships (IDC, Aberdeen, Gartner, and Forrester) to establish **HCL as a Thought leader** in Retail domain via Client Advocacy (publishing Case studies) & Analyst driven Events Participation.
- **Integrated Marketing Communications** via Newsletters and Blogs on Customer Connect and Employee engagement with focus on Product & Services awareness & New Launches.
- Build and develop **Campaigns** to create awareness for different industry groups & cross

service lines of consumer services vertical (which includes Retail, CPG, Media & Entertainment & Telecom)

- Experience in '**Account based**' **marketing programs**, ability to understand and bring together business offerings to create theme based pavilions (mini event) & cross selling initiatives.
- Experience in **ODC Branding**, worked on DPSG and Pearson ODCs and branded them with apt messaging and content.

Key Marketing Initiatives at HCL Technologies:

- **Effective Events Management** & leveraging HCL for optimum ROI.
- Conceptualization & Content creation for **Market Insights** Initiatives for Testing industry.
- Thought Leadership Programs on **Mobility Solutions & Cloud Services in Retail**.
- Digital & Social Media Marketing for Retail / CPG offerings at HCL

Consultant / Manager -Polaris Software

September 2006 – July 2008 (1 year 10 months)

Location Mumbai

At Polaris, I worked as a Business Analyst / Functional Consultant in Projects on Risk Management & Business Intelligence for an MNC bank. Consulting & Project Delivery.

Asst Marketing Manager - Infosys

March 2004 – August 2006 (2 years 6 months)

Location -Bangalore

At Infosys I was a part of Finacle Pre- sales & Marketing team. Finacle is a leading product based solution for Banking Industry.

Key Marketing Initiatives at Finacle, Infosys:

- Finacle Customer Meet – Finacle Conclave is customer meet for Finacle clients & prospects. The guest list includes the CIOs/ CXOs from Banks from across the Globe.
- Finacle Partner Meet – The objective of this Partner meet was to bring all the alliances together and run a Finacle Appreciation & Awareness Program, provide information on the latest technical and functional capabilities of the product.
- Funnel marketing @ Finacle – Account based marketing program targeted at the top 10% of the premiere clients in the Pipeline.

Management Trainee / Executive -Nucleus Software

Sept 2002 – Feb 2004 (1 year 5 months)

Location- Noida

Started as a **Management Trainee**, and went through on the job training for four months. I had gained experience in Pre- Sales & Marketing of **FinnOne (product based solution)**.

Business Development: Pre- sales for Japanese & Middle East Banks

Marketing Activities: The key initiatives are highlighted below -

- Conceptualizing and Creating Marketing brochures and Product Literature for FinnOne suite.
- Proactive Lead Generation Campaign for Japanese banks in US.
- Sales Collateral Creation for FinnOne Lending & LOS (Loan Origination System) products from FinnOne Suite.

Nominated and awarded as “**Employee of the month**”, as recognition at **Nucleus Software**.