VIDHI VERMA

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**Marketing­**

**BUSINESS SKILLS ACQUIRED** BD21328_

**Profile in brief:**

12 years of total working experience in the areas of Analysing Market Research Reports, Project Management, Process Consulting, Transition Management, Marketing campaign planning and execution, Digital & social media marketing.

My areas of expertise include Marketing, Analysis of Sales Trend and competitors, Pricing Effects, Due diligence, Transition of work from onsite, Client coordination, Marketing Automation Tool (UNICA) , Agency Management, Work load management, Productivity & Utilization, Quality Control.

Experienced Project management professional who has handled multiple projects with executive stakeholders. Some of the key projects: l

**Digital Marketing:**

My responsibilities included developing and executing digital marketing plans.

Objective was to increase digital lead generation by optimising our key webpages across strategic focus areas. During my stint as Digital strategist I also worked towards successful execution of digital campaigns across Business units working with multiple stake holders. Key skills around the tools: Optimizely, Brightedge, Hotjar, Lotame, CAD, PEARL

**Business Analyst** :

Worked as Business analyst helping the stakeholders (Marketing, Sales & external clients) take key decisions by providing key business insights through market research and business analysis. I also managed planning and execution of various marketing campaigns, aimed at lead generation across geographies, generating and nurturing demand. I specifically worked on sales trend analysis to provide insights about the pipeline health and to do a comparative study of various marketing campaigns across geographies and product categories.

**EMPLOYMENT SCAN** BD21328_

**IBM: MARKETING (July 2010 – till date)**

* Plan & implement quarterly marketing plan according to the budget in accordance with HO guidelines

in Liaison with external agencies.

* Managing Digital marketing for key BU webpages in coordination with BU leaders, digital strategists and Marketing operations team.
* Leading the demand generation marketing activities for Worldwide & Europe Geo’s
* Strategizing Managing Digital/Online campaigns like Virtual events, Webcast, Email, Tele campaigns etc.
* Leading campaign management activities across Business Units
* Marketing Campaign Performance analysis; Gap and Pipeline analysis

**GENPACT: MARKETING RESEARCH & TRANSITION MANAGEMENT (June 2006 – June 2010)**

* Market research and analysis around Sales Trend and competitors, pricing effects, client servicing, analytic support and presentations as part of marketing research at Genpact
* Executing high quality on-going marketing analytics and ad-hoc requests accurately and timely.
* Led due diligence for a Client in Italy, Belgium and Sweden; Due Diligence involved defining roles and responsibilities, setting up the transition plan, formulating the new Organisational structure.
* Transition of work and also communication with the client, project management and coordinating with the home teams
* Travelled onsite to Italy, Belgium and Sweden as part of critical transition project
* Ensured quality with the help of root cause analysis and implement corrective actions, improving the process and increase the efficiency of the team
* Evaluate the productivity of the team and monitor team and individual performance.
* Preparing the training plans for new team members and ensuring smooth integration into the team

**TOOLS** BD21328_

* Optimizely
* CoreMetrics
* Britghedge
* Content Analytical Dashboard
* Lighthouse
* Pearl
* Covario
* Marketing Automation Tool (UNICA)
* Six Sigma Tools
* Microsoft Excel and Power Point

**EDUCATION** BD21328_

Bachelor of Arts in Italian Language (Honors).

Germanic and Romance Depts., Faculty of Arts,

Delhi University, 2006.

Higher Secondary School Certificate

Delhi Public School, 2003.

Senior Secondary School Certificate

Delhi Public School, 2001.

**PERSONAL DOSSIER**BD21328_

Date of Birth : 06th March

Languages Known : English, Hindi, and Italian.

Hobbies : Travelling, Reading, Movies, Alternate Healing Therapies

Extra-Curricular activities: Works with ISST a NGO rendering social service to people.