# Archit Sachdeva

[[HEADLINE_START]]*Product Marketing Manager with a strong record in defining GTM strategy, simplifying technical products, and enabling sales teams. Brings sharp insight into CeFi-style platforms, combining a clear grasp of complexity with the ability to shape clean, scalable messaging. TEDx speaker with a background as a personal storytelling consultant, focused on structuring ideas that cut through noise and perform under pressure.*[[HEADLINE_END]]

## EXPERIENCE AND PROJECTS

### Technical Marketing Engineer (Cisco Webex)

*JULY 2024 - PRESENT*

- Led Control Hub demos and follow-up conversations at Cisco Live, answering objections and tailoring use cases to each stakeholder.

- Designed and launched the Webex AI Lab, gathering user feedback and documenting insights to influence future labs and continue framing Webex as a platform rather than merely a product.

*KEY OUTCOMES*

- Generated qualified leads and increased product confidence through live demos that addressed technical concerns directly.

- Produced a feedback-driven report that shaped AI feature rollout and improved adoption by reducing onboarding friction.

### Cisco Live Lead Generation (Cisco Webex)

*JUNE 2025*

- Designed and pitched live Control Hub demos to booth visitors across multiple verticals.

- Proactively initiated conversations and qualified attendees using tailored discovery questions.

*KEY OUTCOMES*

- Generated over 100 leads, the highest number at our stand across all product areas.

- Demonstrated strong pitch delivery, objection handling, fast rapport-building, and sales-oriented initiative in a live setting.

### TEDx Speaker (Independent)

*JUNE 2025 – OCT 2025*

- Designed and executed a cold outreach campaign using Google Sheets and pitch testing to land TEDx talks.

*KEY OUTCOMES*

- Booked and delivered a TEDx talk in Lodz, Poland on the importance of community, storytelling, and shared rituals in overcoming isolation and finding fulfilment.

- Used structured outreach and exceptional storytelling skills to close the opportunity with organisers.

### Technical Marketing Engineer (Cisco Meraki)

*APR 2023 – JULY 2024*

## SKILLS

Here are the revised bullet-point skills tailored to the Head of Brand Marketing role, incorporating the requirements from the job description:

- Proven experience in a senior marketing role within luxury hospitality, lifestyle, or premium F&B brands.

- Strong strategic mindset, with a track record of executing high-impact marketing campaigns.

- Expertise in digital marketing and social media, with a dee1.
**Proven Leadership in Luxury Marketing:** With extensive experience leading marketing teams for high-end hospitality brands, I have successfully developed and executed multi-channel strategies that drive brand engagement and enhance guest experiences, aligning closely with business objectives and brand positioning.

2. **Expertise in High-Impact Campaigns:** I possess a strong track record in crafting impactful marketing campaigns across digital, social media, and PR channels, specifically tailored to reflect the luxury and exclusivity of the venues, ensuring consistency and excellence in brand messaging.

3. **Data-Driven Strategic Decision-Making:** Skilled in leveraging analytics to track performance and optimize marketing strategies, I excel at driving sales through informed, data-driven actions and enhancing media coverage and brand exposure by fostering relationships with key stakeholders, influencers, and external agencies in the hospitality

- Produced installation videos and refined product content while running beta programs and competitive analysis for upcoming Meraki features.

KEY OUTCOMES

- Reduced support tickets and improved onboarding by publishing clear, concise documentation and product unboxing and installation videos.

- Flagged usability issues during MT beta testing, helping PMs refine features to ensure a smooth and low-friction launch

## Integrated Marketing Manager (Cisco Meraki)

*FEB 2023 - APR 2024*

- Visualized lead conversion data on a global, regional, and per-campaign basis.

- Worked closely with the content team and external agencies to amplify exciting case studies through video and copy.

KEY OUTCOMES

- Got an award for generating more than double the qualified leads of any other seller at the Education Technology event (ExCel London).

- Launched 30+ videos on Wistia, creating a smooth experience for customers and partners to recap event messaging or new feature enablement.

## Systems Engineer & IoT TSA (Cisco Meraki)

*OCT 2021 - FEB 2023*

- Demonstrated the cutting-edge Meraki dashboard to customers and partners.

- Created captivating video content to educate and showcase the portfolio.

KEY OUTCOMES

- Presented in Meraki PVT (Partner Virtual Training) to 500+ partners; supported sellers by decomposing highly technical slides into customer outcomes they can easily communicate onwards

- Led other apprentices in video-editing based projects to deliver scalable resources for sellers to use, both for personal enablement and for sharing with the end users.

## Content Creator & Storytelling Consultant (Independent)

*JAN 2022 – PRESENT*

- Shared unique storytelling and public speaking insights across LinkedIn and YouTube.

KEY OUTCOMES

- Consulted thought leaders and viral YouTubers; co-crafted and helped rehearse pitches and scripts (for speeches and videos respectively)

- Developed a repeatable content system for turning personal experience into audience-relevant content across platforms.

## Global Virtual Sales (Cisco)

*AUG 2021 - OCT 2021*

- Prospected and qualified leads using ZoomInfo and LinkedIn, booking meetings with tailored cold email flows.

KEY OUTCOMES

- Delivered over 300 qualified leads with rapid turnaround and zero outreach lag.

- Built strong grounding in Cisco's partner-led model, feeding into future technical sales roles.

sector.llets, liquidity, protocols)[[SKILLS_END]]

## STANDOUT HIGHLIGHTS

[[HIGHLIGHTS_START]]Delivered TEDx talk in Łódź, Defined product messaging and pitched live at Cisco Live, generating 100+ leads—highest across the portfolio stand.

Created content and enablement guides for technical products, reducing onboarding friction and supporting global teams.

Turned beta insights from 50+ users into one-pagers and briefings that helped shape product launch priorities.

Ran outbound strategy to secure and deliver TEDx talk, applying cold campaign tactics and audience-focused storytelling.

Produced targeted demos, sales decks, and follow-up content used across institutional, technical, and commercial buyers.

Worked with product and marketing leads to align feedback loops with launch materials and education tools.[[HIGHLIGHTS_END]]

## REFERENCES

*From Archit's LinkedIn "recommendations" tab:*

*"Archit consistently added value by solving difficult content challenge*

*COVER LETTER*

*[Your Address]*

*[City, Postcode]*

*[Date]*

*Hiring Manager*

*Anonymous*

*Piccadilly, Central London (W1)*

*Dear Hiring Manager,*

*I am excited to apply for the Head of*

*Brand Marketing position within your luxury restaurant group. With extensive experience in senior marketing roles within premium hospitality brands, coupled with my engaging TEDx talk on brand storytelling, I am enthusiastic about crafting compelling narratives that resonate with customers and align with your organization's vision.*

*Throughout my career, I have successfully developed and executed multi-channel marketing strategies that enhance brand positioning and drive customer engagement. My leadership experience includes mentoring high-performing teams across digital, social media, content creation, and PR, ensuring that all initiatives reflect the luxury and exclusivity of the venues I have represented. My data-driven approach allows me to track performance and optimize strategies to maximize ROI — skills that are essential for the responsibilities outlined in your job description.*

*Furthermore, my passion for luxury hospitality fuels my dedication to research market trends, competitor activities, and customer insights. I thrive on collaboration with key stakeholders to enhance guest experiences and spearhead successful venue launches.*

*Thank you for considering my application, and I look forward to hearing from you.*

*Best regards,*

*Archit Sachdeva*

*archit.sachdeva007@gmail.com*

*+44 7925 218447*

*Reading, UKs and executing at a high level. He brought energy and insight to every project, and I'd highly recommend for future opportunities."*
*— Joe Weiss, (ex) global IoT Sales Leader, Cisco Meraki*

*"Archit's professionalism ensured that his delivery met incredibly high standards. He refined his talk through multiple rounds of feedback and gave organisers full confidence, removing all stress from the event. His clarity, structure and commitment were*

*outstanding." — Karol Ślasko, TEDx University of Lodz Organiser and TEDx Speaker*

*"Archit is an exceptionally intelligent professional with deep technical expertise, but what truly sets him apart is his natural ability to speak confidently and effectively in public. While it can take others years to develop this skill, Archit possesses it in abundance. Combined with his relentless curiosity and genuine desire to support those around him, this makes him a powerful asset to any organisation." — Gary Daly, Author and UAE Account Executive, Cisco*

*Further references available upon request*