

Sharmila Krishnaswamy

[Select the Date]



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OBJECTIVES

Looking for a leadership role in a global organization that is focused on increasing market visibility, brand value and maintaining good customer relations through innovative application of integrated marketing strategies.

EXPERIENCE

Head of Sales and Marketing | **Fulcrum Global Info Services, India**
1st Oct 2012 - Present

The Current Job requires me to strategize and execute an end to end marketing strategy. A strategy that includes;

1. Increasing Market Visibility
2. Branding
3. Lead Generation and Nurturing
4. The right mix of online and offline marketing activities
5. A good sales pipeline
6. Conversion plan
7. CRM
8. Repeat sales plan
9. Developing new Marketing Collaterals
10. Re-Designing the existing Marketing Collaterals
11. Social media marketing (Linked IN, Facebook, Twitter, Email, etc..)
12. Search engine optimization
13. Marketing event planning and management

After executing the strategized marketing plan, in the first quarter we could achieve;

- a. Creation of relevant and effective marketing collaterals
- b. 35 to 40 % of increased market visibility
- c. 50% increase in the Lead generation and nurturing
- d. A strategic sales plan which helped in few conversions
- e. Increased the company's clientele by 50%
- f. Increased Alexa ratings by Optimizing Search Engine Marketing

- g. A strategic CRM which helped in Repeat Sales

Head of Marketing and Solutioning | **Manthan Legal, India**
December 2011 - May 2012

I was given the responsibility of planning the whole gamut of Go-to-Market activities of a new software product and also Marketing of Manthan Legal's Services. I was responsible for;

1. Leading the development of marketing collaterals for a new software product called 'Entergence'.
2. Developing a strategy for pricing, branding, positioning and marketing the software as well as the legal services.
3. Marketing Event planning and management
4. CRM strategies
5. Sales plans and pipelines
6. Co-ordinate PR and Media planning as part of the Go To Market Strategy
7. Coming up with the appropriate social media strategy
8. Lead generation and Nurturing
9. Revamping the existing marketing collaterals

After executing the newly formulated marketing strategies I was able to;

- a. Successfully add large multi-national firms to the company's Clientele.
- b. Train a sales team of 20 and establish an effective sales process
- c. Establish good working relationships with leading law-firms in the US, UK, Australia and Canada
- d. Conduct webinars and online product demos
- e. Plan and execute online marketing initiatives (websites, SEO, SEM, online PR among others)
- f. Lead the solution development and customer value demonstration activities.

Marketing Manager | **Lumos Information Services, NJ, USA**
March 2007- Nov 2011

Lumos Information Services was the first start up where I was responsible for the whole Marketing Strategy. I had to build and develop the whole marketing and sales strategy from the scratch. My core responsibilities were;

1. Market analysis
2. Competitor analysis
3. Market positioning
4. Formulating a new marketing strategy
5. Strategizing the core Go To Market Activities
6. Brand value development
7. Creating Marketing Materials
8. SEO, SEM, SMM ETC.,

I had to plan a lot more and oversee almost the whole length of Marketing and sales strategies. After the formulation of these strategies, I was involved in every step of its Execution. During my tenure of 4 years I was able to;

1. Successfully market the products and services to senior school administrators
2. Add more than 19 school and 22 library customers
3. Grew the site traffic at an annualized rate of over 150%
4. Successfully managed the company's participation in a number of professional events and conferences
5. Assisted in deployment of vTiger CRM System to manage sales processes
6. Developed a number of marketing collaterals on-budget and on-time
7. Supported and Trained an outbound sales team
8. Assisted in company's media purchases

I still am their advisory board for periodic consultation.

Teller | **Wachovia Bank, NJ, USA**
March 2002- Aug 2003

Tellers are the face of the bank as we are the first point of contact to the customer. So my main responsibility was customer service and marketing the banks products and services. My main responsibilities were;

1. Developing the initial client relation with the bank
2. Initiate the sale of bank products
3. To initiate the opening of new accounts and nurture and grow the old accounts

4. Process the new customer's request for home loans and auto loans
5. Vault procession and tallying

During the whole tenure I was able to help the bank;

1. Successfully market several of their loan products and services
2. To open new accounts and grow the old accounts
3. I also served as the assistant teller manager
4. I also help in a number of the back office processes

Realtor (Sales Associate) | **Century 21 Vicky Berry Realty, NC, USA**

March 2001-Oct 2001

1. Worked both as seller agent and the buyer agent
2. Provided excellent and professional quality service with no charge to buyers
3. Highly experienced in the Initial Buyer Interview process
4. Walked a number of first time home buyer's through the process of home buying
5. Excellent understanding of the legal aspects and procedures in real estate
6. Highly knowledgeable in closing the real estate deals

EDUCATION

Allied School of Real Estate, NC, USA

2000-2001

Real Estate Licensee Course

Annamalai University, Madras, India

1994-1996

Master of Commerce (Marketing)

Indian Cost and Works Association (ICWAI)

1994-1996

Internship for Cost Accounting

ISCT, India

1992-1993

Diploma in Computers

Bangalore University, India

1990-1993

Bachelor of Commerce

SKILLS

1. Market Analysis
2. Competition Analysis
3. Marketing Strategies
4. Creating powerful marketing collateral content
5. Product Market Positioning
6. Branding Strategies
7. Search Engine Optimization
8. Lead Generations
9. Sales Presentations
10. Sales conversions
11. Customer Relations Management
12. Mentor
13. Trainer, coach and speaker
14. Social worker

VOLUNTEER EXPERIENCES

1. Raised over \$2,200 for Asha For Education by running a half-marathon in Philadelphia
2. Taught Balavihar classes conducted by Chinmaya Mission in Bridgewater, NJ
3. Worked as an assistant in the battered women counseling and rehabilitation wing of the YMCA

REFERENCES WILL BE PROVIDED UPON REQUEST.