

# NISHITHA B

## MARKETING PROFESSIONAL

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📍 Hi-Tech City - Hyderabad

I am a Marketing professional with 16+ years of experience in marketing, branding and business strategy across Information Technology, Datacenter and Cloud Companies. Currently working as Manager, Strategic Marketing for Consulting - Hybrid business

## EDUCATION

### **Masters in Business Administration**

Seattle University | 2003-2005

### **Post Graduate Diploma in Business Administration**

Institute of Public Administration |  
1999- 2001

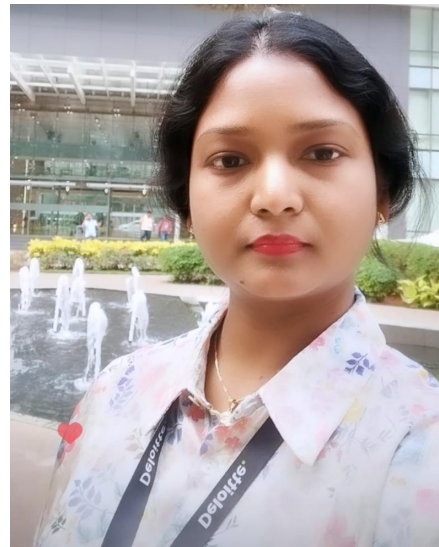
### **Digital Marketing and Analytics**

Indian School of Business, Hyderabad

## SKILLS

Marketing Tools    Budget Planning

Market Strategy    Digital Marketing



## EXPERIENCE

### SR. MANAGER, MARKETING

Cloud4C | 2022 May - present

- Marketing Head, India Region
- Responsible for Digital Marketing Campaigns, Conduct Lead generation activities via Round Tables, Webinars, Telemarketing and Email Campaigns.
- Liaise with Technology leaders, subject matter experts and Regional sales managers to plan and strategize Marketing activities across India
- Liaise with Cloud services providers such as AWS, Google Cloud, Azure and Intel to Plan marketing calendar for the year.

## PREVIOUS EXPERIENCE

### SENIOR MANAGER, MARKETING STRATEGY & BRANDING

Pi DATACENTERS | 2020 - 2022 MAY

- Created and managed digital Marketing campaigns, Email Marketing Campaigns to specific targeted market,
- Planned Monthly and Yearly calendar of events, Social media posts and EDM's Meticulously planned and organized the flagship customer event Pi'Oscope where delegates across India attended the 2 day event at the datacenter
- Hosted technology webinars on CDN on Cloud and SAP Infra on Cloud.
- Managed the design, content and development of Harbour1.in website Approved all content to be posted on social media. Managed the team for internal communication, social and print media in association with a digital marketing agency

### MARKETING DIRECTOR

SUNFIELD ENERGY | 2012 - 2020

- Contributed ideas for digital marketing campaigns for raising brand awareness
- Organized social media posts for the editorial department
- Managed the sales team in increasing India wide presence

### MARKETING MANAGER

Tech Mahindra | 2009 March to 2012 May

- Initiated External customer Newsletter for Americas and Europe region
- Coordinated various external and internal events including Oracle Open World.
- Marketing Initiatives & Business Enablement for EBS – Roundtables, Road shows, Webinars, Developing
- Flash Videos, Collaterals, Digital Marketing, PR, and Events Management.
- Analyst interactions in terms of Briefing sessions and Inquiry calls

### MARKETING ASSOCIATE

Tech Mahindra | 2008 June – 2009 March

- Initiated a Marketing Intelligence News Letter showcasing Industry trends, business wins and solution launches for Banking and Financial Services Industry and Emerging Verticals. Sales enablement at Tech M thru Building contact list, Generating list of companies, Providing Industry Trend Analysis and Region-wise Trend Analysis. Conducted various ad-hoc research activities to address internal client's needs with help of reports from Gartner, Forrester and IDC.
- Managing Inside Sales Campaigns for Healthcare and Life Sciences.

MARKET RESEARCH ANALYST SONATA SOFTWARE, Bellevue, WA, USA. | 2005 Jan - 2006 March

- Developed Partner Marketing Plans for Microsoft Business Solutions.
- Created tele sales campaign templates, call scripts, collaterals for Marketing Campaigns.