

# Sriram Venkitachalam

Digital Strategy | UX Strategy | eCommerce



Consumer insights & data-driven strategy lead with 10+ years of experience in New York, managing teams and leading brands through digital transformation. All-round strategist with extensive experience helming digital marketing, ecommerce, and UX strategy projects, seeking the next challenge.

## Summary of Professional Experience

See details on the following pages

**MadeWithLoveInIndia.co.uk**

*London, UK*

**Growth (consultant)**

June 2020 - Present

Business Growth & Product Strategy consultant to founder of London-based e-commerce start-up. Driving marketing, customer acquisition, customer experience, and overall product strategy.

**iCrossing, a Hearst company**

*New York, NY*

**Director, Strategy & Planning**

June 2014 - April 2019

Pitched new business and strategically led accounts through multi-year organic growth. Split time between leading cross-channel digital advertising strategy and experience design UX strategy projects on the agency's biggest accounts, managing a team of account planners, researchers, and content strategists.

**Clients:** Bayer, Massachusetts Financial Services (MFS), Voya, Bridgestone, TD Bank

**iCrossing, a Hearst company**

*New York, NY*

**Associate Director, Strategy & Planning**

April 2013 - May 2014

Oversaw digital brand campaigns and performance marketing for online retail client and website redesign UX strategy for financial client.

**Clients:** Pep Boys, Voya, Alliance Bernstein

**iCrossing, a Hearst company**

*New York, NY*

**Senior Analyst, Strategy & Planning**

Nov 2010 - April 2013

Drove social media strategy and analytics for retail clients.

### Early Career Positions

Crossmedia - Assistant Media Planner, NY 2009-10

Tata Interactive Systems - Content Developer, Mumbai 2005

Cogito Media - Assistant Director, Mumbai 2006

## Education

**MS in Mass Communications** 2009

*Specialization: Brand Management*

**VCU Brandcenter**

**Virginia Commonwealth University**

**Bachelor of Mass Media** 2005

*Specialization: Advertising*

**University of Mumbai**

## Courses & Certifications

**Human Computer Interaction I** 2020

*Fundamentals & Principles*

Georgia Institute of Technology edX

**Certified Scrum Product Owner** 2020

**Certified ScrumMaster** 2020

**ScrumAlliance**

## Expertise

Digital Campaign Strategy

User Experience Research & Strategy

eCommerce

Social Media Strategy

New Business Pitches

Creative Briefs

Brand Briefs

Qualitative & Quantitative Research

Generative & Evaluative Research

Workshop Moderation

Product Roadmaps

User Personas & Stories

Consumer Journey Maps

Team Leadership

Strategy Staffing Plans

Agile

## Professional Experience in Detail

E-commerce Startup — [MadeWithLoveInIndia.co.uk](http://MadeWithLoveInIndia.co.uk)

London, UK

Growth (consultant)

June 2020 - Present

Working towards attracting Series A investors, driving rapid growth leading customer acquisition, brand strategy, and customer experience.

iCrossing, a Hearst company

New York, NY

Director, Strategy &amp; Planning

June 2014 - April 2019

Helmed strategy for some of the largest agency accounts advancing multi-year organic growth.

Responsible for managing a strategy team and scoping strategy projects.

*Direct Report to SVP Head of Strategy; Direct Reports - Associate Directors, Senior and Content Strategists, Comms Planners*

## PROJECTS OF NOTE

**MFS (Financial Services, Asset Management)**

As MFS pivoted to engage the next generation of digitally savvy financial advisors, spearheaded experience strategy for MFS.com.

- Collaborated closely with UI design, project management, content writers, and third-party technology teams in an agile process for the multi-phased, multi-user, multi-region, redesign project.
- Developed user personas, user flows, and collaborated closely with ux and ui designers.
- Developed a digital brand strategy that modernised MFS by bringing its global footprint, culture, and expertise to life.
- Brought domain knowledge of the asset management industry to simplify complex concepts for internal design and content teams

**Bayer****Dr. Scholl's**

- Led digital strategy during a significant repositioning for the brand that spanned the breadth of the purchase funnel, driving paid social, display advertising, and a new website experience.
- The concerted effort was rewarded with a 10% swing in sales growth and an Effie Silver award.

**Alka Seltzer Plus, Coricidin HBP, Afrin**

- Transitioning out of a TV-heavy strategy into digital, innovated with short videos and hyper-targeted creative to achieve over 200% ROAS on social advertising across the brands over a 3-year span.

**Voya (Financial Services, Retirement)**

As ING rebranded to Voya, oversaw end-to-end experience design strategy, digital advertising, and website content strategy. Grew a \$250K single-discipline account into a \$10M+ revenue-driving, multi-discipline agency account through strategic stewardship.

**Brand Campaigns**

- Led strategy on the viral campaign, "Born to Save," receiving coverage from 50+ leading national media outlets that drove the Voya brand to its highest peak on Google search trends.

**Experience Design**

- Leading the website strategy for Voya.com, mined insights through generative & evaluative research, web analytics, and search behaviour. Created user personas and user stories that guided the design process.
- Redesign resulted in 3M net-new users within the first year (+70%) and organic bounce rate improvement from 44% to 12%.

**Content Programs**

- As an always-on strategy to drive relevancy for Voya.com, planned and executed branded content and SEO driven tactics, such as articles, financial tools, and infographics.

**Research**

- Designed and conducted extensive qualitative and quantitative research program of retirement investors across age groups that formed the foundation of all creative solutions.
- Championed B2B digital transformation roadmap for Voya Investment Management.

**iCrossing, a Hearst company**

New York, NY

**Associate Director, Strategy & Planning**

April 2013 - May 2014

Oversaw digital brand campaigns and performance marketing for Pep Boys ecommerce and website redesign UX strategy for Alliance Bernstein.

*Direct Report to VP Strategy; Direct Reports - Senior Strategists, and Comms Planners.*

**PROJECTS OF NOTE****Pep Boys (Auto Aftermarket, Retail)**

- Focusing on driving e-commerce sales for auto parts & tires and online appointments for service, drove the holistic performance marketing strategy partnering with specialists in SEO, SEM, display media, and social media.
- Developed mid-funnel digital brand campaigns that improved brand perception and drove differentiation for Pep Boys.
- Galvanised growth of e-commerce sales by 250%+ and online appointments by 180%.

**AllianceBernstein (Financial Services, Wealth Management)**

- Conducted user research and set the vision for the design experience for investors' online account dashboard.
- Collaborated closely with design, content, and tech to see through successful deployment.

**iCrossing, a Hearst company**

New York, NY

**Senior Analyst, Strategy & Planning**

Nov 2010 - April 2013

*Direct Report to Director of Strategy*

**PROJECTS OF NOTE****LG Electronics**

Humanised and differentiated brand creating a new social media content process unifying disparate creative and community management teams.

**Hearst Magazines (Cosmopolitan, Elle, Popular Mechanics)**

Developed content strategies to help legacy print magazines catch-up with pure-play digital publishers by tapping consumer interests through their search-intent linguistic keyword analysis.

**CVS Pharmacy**

Drove email subscriptions for customer loyalty programs, Extracare, BeautyClub, and MinuteClinic, overseeing social media strategy and analytics, and developing lead generation campaigns.

**Early Career Positions**

Crossmedia - Assistant Media Planner, NY	2009-10
Tata Interactive Systems - Content Writer, Mumbai	2006
Cogito Media - Assistant Director, Mumbai	2005

**Education**

MS in Mass Communications Specialization: Brand Management VCU Brandcenter Virginia Commonwealth University	2007-09
Master of Arts, Part I Specialization: English	2006-2007
Bachelor of Mass Media Specialization: Advertising University of Mumbai	2002-05