




MEENAKSHI SHARMA


Product Marketing Manager - GTM

Process Oriented | Focused | Hustler |
Playbook Creator
Business Visa - USA and Australia

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EXPERIENCE

Product Marketing Manager, Cisco
Jan 2020 - Present

- **Product Launch** - Drive Product launch program work with PM teams for planning, release and GTM
- Build and lead customer marketing programs. Engage in on-going dialog with customers to have product licenses activated and **product adoption**.
- **Marketing Programs** - Develop various Product Led Growth emails, webinar, for various campaign. (including customer intelligence, cohorts definition, email mood-boards, email design, followups, MCL-MQL conversions etc)
- **Events** - Participating in various events and organising round tables, setting up product demo booth for prospect intimacy campaign.
- **Demand Gen** - Work closely with Sales teams, from LeadGen to deal closure and support with marketing support at every step.
- **Content creation** - write blogs to boost SEO ranking.
- **Partner/Reseller enablement** - Regularly engage regional /global sales teams and channel partners to provide them customer insights & interest captured via GTM outbound campaigns.
- **Analytics & Reporting** - Create and deliver comprehensive reports for various stakeholders, managers, and executives highlighting impact of GTM activities on quarterly sales pipeline.


Demand Engineering & Vertial Marketing Manager, Marlabs
(Jan 2018 - Nov 2019)

- **Market Research:** To look for the right set of prospects where we can fit with our offerings.
- **ABM:** Focused message outreach addressing pain areas of the prospect.
- **Marketing:** Responsible for running email campaigns, for promotional events or webinars.
- **Lead generation:** Building a strong pipeline of leads and converting in business, high prospect quality.
- **Requirement Analysis:** Understanding customer’s requirement and guiding as SPOC through entire sales cycle.
- **Documentation:** Syncing with presales and legal for the documents exchange with prospect.
- **Blogs:** Writing blogs to boost Social Media ranking. (Analytics + IoT)

Business Development Executive, Simplilearn
(July 2017 - Jan 2018)

- B2B Key Account Management: Amazon, Dell, Coca Cola and PwC.
- Pre-sales & Post-sales support
- B2C New Business: Converting MQLs to SQLs and closing the deal.
- Relationship Management: Business expansion via strategic relationship management in US and EU markets
- End to End Sales: Lead Generation, Cold calling, Email Campaigns, KPI Analysis, requirements analysis, customising the services and post-sales support.
- Market Research and Strategic Marketing management. Created weekly reports on the performance of the marketing campaigns and optimised the process.

EDUCATION

 Bachelors of Technology, Information Technology
Punjab Technical University, Chandigarh
(2010-2014)

SKILLS

- Social Media Prospecting
- Team Management
- B2B Demand Generation
- Customer Intelligence
- SaaS / PLG
- Campaign Planning and Management
- Unbounce / Elementor
- Zoominfo / Salesforce
- HTML
- Pendo / Hubspot
- Figma