

I'm a technical product marketing, communication, and campaign management professional with over 12 years of experience within the tech industry (SaaS & PaaS). My experience extends through multi-lingual, multi-cultural and cross-functional teams worldwide from small-medium businesses to large corporations. I've managed global Up-sell, Cross-sell, EOL/EOS (Renewals), Customer nurture campaigns, and software implementation launches, while working closely with Directors, VPs & C-Level leads.

EDUCATION:

💠 B.S. in Advertising - SJSU, 2011 💠 M.B.A. in Marketing & Media - Manipal University, 2013 💠 Cybersecurity Cert. - UC Berkeley, 2021

EXPERIENCE

SAMSUNG (Ektello) - Product Marketing Manager - Jersey City, NJ | May 2023 - Feb 2024 | B2C role → Depart reason: End of contract

- Created and executed marketing campaigns around AI integration with Samsung's Premier FRAME TV's.
- Strategized product pricing, forecast management, sales and inventory oversight while maintaining client relationships.
- Aligned with market demands to enhance product promotion through collaboration with vendors and cross-functional teams.
- Improved team efficiency by creating and managing automated Smartsheet trackers to oversee project scope.

JUNIPER NETWORKS - Product Marketing Manager - Remote | Apr 2021 - Jan 2023 | B2B role → Depart reason: Company re-org

- Lead go-to-market strategies for Juniper's security and AI offerings, such as SRX Gateways, ATP Cloud and Marvis AI.
- Collaborated cross-functionally with Demand-gen and Sales teams to launch multiple go-to market and renewal campaigns.
- Managed EOL/EOS programs to guide customers towards better solutions and implementations.
- Crafted simplified clear narratives around complex technical features, producing vertical-specific marketing assets.
- Demonstrated security capabilities to clients through interactive platforms such as live webinars with exercises emphasizing the benefits of AI-driven network protection and modern network topologies.

AMAZON - RTS Logistics - Fremont, CA | Oct 2020 - Apr 2021 | B2C role → Depart reason: Change to a more relevant role

- Focused on optimizing delivery operations by formulating and implementing effective communication strategies.
- Maintained communication across multiple teams, contributing to a more streamlined and effective supply-chain system.

SERVICENOW - Sr. Communication Manager (IT) - Santa Clara, CA | Nov 2017 - Apr 2019 | B2B role → Depart reason: Company re-org

- Led the strategy and execution of internal comm's within the IT department, with an emphasis on ITSM & ITOM initiatives.
- Launched implement campaigns, adopting key platforms such as Facebook Workplace, Zoom and Slack for a unified Intranet.
- Aligned with branding to create multi-platform synchronized templates with best practices to manage and launch IT Comm's.
- Improved both internal and external campaign creation and execution on a global scale, while maintaining client relations.
- Served as the primary point-of-contact for Marketing and communications within the IT and Business Operations department.
- Established best practices and trained, cross-functional teams for enhanced MarCom curriculums.

GOOGLE (Artech) - Marketing Manager - Mountain View, CA | Oct 2015 - Jul 2017 | B2B role → Depart reason: End of contract

- Oversaw multiple project implementations focused on SaaS and PaaS offerings catered towards the SMB market.
- Implemented Agile and Kanban methodologies to push Google's AI product and service features, while managing bug reports.
- Executed global promotional campaigns via Google Play Store and specialized in asset management with internal tools.
- Led B2B marketing initiatives for SMBs and developed UI design for Google Partners' SMB platform.

MOBINAR - Product Marketing Manager - Fremont, CA | Jan 2015 - Oct 2015 | B2B role → Depart reason: Company re-org

- Created and managed marketing materials (One-pagers, PPT, Call Scripts, Tutorial videos) related to Big Data Analytics.
- Hosted live webinars and fostered partnerships with Salesforce CRM, while measuring KPI's such as CTR, STR and Retention.
- Managed the company's website, including landing pages and overall UI UX for app. Executed cross-sell and up-sell strategies.

SACRED HEART - Communication Manager - San Jose, CA | Aug 2013 - Jan 2015 | Non-profit → Depart reason: End of internship

- Utilized WordPress and Hootsuite to enhance digital web-presence and rally community support.
- Managed web content to improve SEO traffic and managed social media campaigns showcasing the impact of Sacred Heart.

WWTV - Product Marketing Manager - Mumbai, India | Jan 2012 - Jul 2013 | B2B role → Depart reason: End of project

- Created campaigns that aligned with Whistling woods vision. Oversaw production of audio/video assets for product launch.
- Managed interactions with 3rd party vendor's and business stakeholders. Was primary point-of-contact for everything MarCom.

SJSU ADTEAM - PR & Marketing Lead - San Jose, CA | Jan 2012 - Jul 2013 | B2C role → Depart reason: End of Internship

- Launched the "New look" campaign, successfully boosting memberships by 17%.
- Key strategies: SWOT analysis, leading to the USP of a mobile app featuring activity logs, contributing to campaign success.

SKILLS

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| Business: | Tableau • Google Suite • SQL • Microsoft suite • Jira • ServiceNow • SharePoint • MindTickle • Smartsheet |
| Marketing: | Google AdWords & Analytics • Hootsuite • Marketo • Salesforce CRM • Eloqua • Active Campaign • HubSpot |
| Creative: | Adobe: Photoshop, In-Design, Illustrator, Lightroom, Premiere • Camtasia • Final Cut Pro • Logic Pro X |
| Technical: | Python • HTML / CSS • Ansible • Wireshark • Splunk • Terminal / Visual studio code • JavaScript |
| Collaborative: | Cisco: Webex / Jabber • Zoom • Slack • Google Meet • FB Workplace • Microsoft Teams |

INTERESTS:

• Building PC's • Gaming • Nutrition • MMA kickboxing • Traveling • Reading tech • Drawing • Coding • Cars