

Product Marketing Manager

Certifications

General Management for IT Executives

Indian Institute of Management, Bangalore | 2024-2025

Education

Bachelor of Arts in Visual

Communication – with a focus in Branding and Communication

St. Joseph's College (Autonomous), **Bangalore** | 2015-2018

Skills

- Project Management
- Creative Direction
- Content Management
- Social Media Management
- Marketing and Communication Strategy

Technical skills

- SharePoint
- Adobe Suite
- Responsive

Profile Summary

Results-oriented marketing professional with **6 years of experience**. Proven track record in **driving successful product launches** and go-to-market strategies. Skilled in **crafting compelling product messaging** & positioning, and in building **strong relationships with cross-functional, global teams**. Proven ability to translate complex technical concepts into clear, concise, and engaging communication. **Passionate about user experience, accessibility** and dedicated to delivering exceptional customer value.

Experience

Computacenter

Marketing Specialist

Dec 2023 – Present

- Engage in **collaborative product testing** as part of a dedicated team, **collecting insights** from bid managers and sales representatives to **confirm the product's effectiveness** and **drive user acceptance**.
- **Develop sales content strategy** for communicating our **international capabilities**.
- **Managed content strategy** and **digital asset management** of **160 intranet** SharePoint site.
- **Improved intranet search by conducting comprehensive audits** of content, **improving user experience and content discoverability**.
- **Managed and maintained** internet editor **training material**, ensuring **brand alignment** and support to **cross-functional teams** in communicating with their stakeholders.

Marketing Associate

Jun 2021 – Dec 2023

- **Managed migration** of over **10,000 SharePoint 2013** pages to **SharePoint Online**, conducting **comprehensive quality analysis** to optimise search capabilities and ensure data integrity.
- **Created monthly reports on usage figures** of the internal SharePoint intranet sites that informed **content strategy planning**.
- **Mentored and trained** a new hire on company internal communications policies and procedures and our SharePoint intranet.
- **Produced and rolled out employer branding collateral** for internal and external audiences, including billboard advertisements and social media.

Marketing Administrator

Aug 2019 – Jun 2021

- **Streamlined 12 individual country intranet sites** into a **centralized SharePoint 2013 site**, with specific variations for each country to enable the addition of local content.
- Created illustration **posts for customer events, focusing on increasing employee engagement** and lowering attrition levels.
- Produced professional employee branding photographs, contributing to the **development of a strong visual identity for the organization**.
- **Directed, shot and edited** a professional employer branding video for a client team.