

Shilpa Sharma

Marketing and Communications Specialist



Executive Summary

Award-winner experienced and focused marketing & communications professional with a demonstrated track record of successfully developing and executing marketing and communications initiatives to meet business goals.

Key Strengths

Strategy and Planning
Management Skills
Communication Skills
Leadership
Digital Marketing
Organized, and diligent Closure driven

Technical Skills

Salesforce
HubSpot
Mailchimp
Google Analytics
LinkedIn Marketing
Google Adwords
SEO/SEM

Contact Information

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Experience

Director - Marketing and Communications

Experience Commerce (a Cheil Company), Mumbai (May 2022 – Present)

Heading the Marketing and Communications function for the agency

As the head of the department, I lead the Marketing and Communications function across business units and companies. The strategy includes Branding and Positioning of the company, PR and External Communications, Trade Media Relations, Thought Leadership and Leadership Positioning, Internal Communications and Employee Welfare, Social Media and Digital Marketing, Events, Pursuit Marketing, Content Marketing, Demand and Lead Generation activities.

Senior Marketing and Communications Manager

Prime Focus Technologies, Mumbai (September 2014 – May 2022)

Mandate covers (all activities across regions US, EMEA and APAC)

MARKETING

- Key messaging and brand positioning through multiple touchpoints
- Sales enablement through the development of sales tools; marketing material; brochures, case studies, testimonials, videos etc.
- Planning and execution of integrated 360-degree go-to-market campaigns
- Demand generation through email campaigns, website, social media campaigns and content syndication
- Plan and execute co-marketing programs with partners – AWS, Adobe and Microsoft
- Devise and execute account-based marketing for key accounts

MARCOM

External Communications

- Plan and manage events (conferences, trade shows, corporate events, Podcasts and webcasts)
- PR and External Communications across regions
- Maintaining Industry relations, trade media, analysts, advisors and trade forums
- Managing the company's website and all social media handles
- External newsletters (quarterly and annual)
- Sustainability, Diversity and CSR projects

Internal Communications

- Plan and implement internal communications tactics (internal events and campaigns, awards, and employee engagement activities)
- Internal newsletters and announcements
- Internal employees' videos and testimonials
- Internal branding; signages, banners, pull-ups, branded merchandizing (physical as well as digital)

Marketing Operations

- Managing operations for the department includes budget and strategy planning
- Managing teams across levels, developing processes for seamless management of multiple projects, collaboration with external/internal partners and team building

Industry Knowledge

Technology
Media
Advertising and Marketing
Manufacturing (Infra)

Activities and Interests

Travel and travel blogging
Yoga (Certified yoga practitioner)
Community services towards sustainability and education
Water sports – Scuba
Gardening
Literature
Holding US B1 B2 Visa
Have travelled across USA, Hongkong, Singapore, Netherlands, Italy

Awards & Recognition

‘Trailblazer’

PR & Communications Aces Awards 2022 (under 40) by Indian Television

‘SHE 2023’

by Agency Reporter

Agency Reporter India’s **Top 40 Under 40** (Shortlist)

- Planning and implementing marketing activities with vendors ie; PR, digital, website, content agencies, and other marketing deliverables vendors (branded merchandizing, holidays gifts for employees and customers etc.)

CXO’s Office Manager

Regus, Mumbai (Jan 2014 – Aug 2014)

- Effectively managed CXO’s office
- Closely worked with COO on strategic pitches
- Managed end to end internal events and training programs
- Key manager of office aesthetics and administration

Marketing Executive

Priority Jewels Pvt. Ltd., Mumbai (Jan 2013 – Dec 2013)

- Managed end-to-end trade events and exhibitions in North America and APAC
- Customer solutions – Key account exec for overseas customers QVC and JTV
- Analytical reports for CXO by collaboration with internal sales teams

Operations Manager

Tijaria Polypipes Ltd., Jaipur (Jan 2010 – Dec 2012)

- Led all internal and external events (Road shows/exhibitions, new launch, marketing & advertising events)
- Managed purchase of machines, spare parts and raw material from Indian suppliers as well as overseas
- Managed Trademarks and licenses (ISO, Copyrights & Patents)
- Co-led Company’s expansion cum diversification project worth INR 1080 million
- Liaised with Bankers for company’s fund-raising project through the IPO

Executive Assistant to Chairman

Derewala Jewelry Industries Ltd., Jaipur (Nov 2008 – Dec 2009)

- Led company’s events, customer summits, trade shows/exhibitions (North America and APAC)
- Successfully managed acquisition project of jewelry companies in Italy
- Major brands acquired were Milaan, Metalorafa, Orofranco, Sicor and Vilor
- Managed Chairman’s office

Education

Pursuing Advanced Program for Marketing Professionals from IIM Calcutta

PG Certification in Digital Marketing & Communication (Sep 2019-May 2020)

Mudra Institute of Communications Ahmedabad (MICA)

PG Diploma in International Business

Sikkim Manipal University (Jan 2012 – Dec 2012)

Master’s in business administration

Sikkim Manipal University (Jan 2007 – Dec 2010)

M.A. in English Literature

University of Rajasthan (May 2002 – Apr 2004)

B.A. in English Honors, Economics and Sociology

University of Rajasthan (May 2002 – Apr 2004)

12th Standard RBSE Board (1999)

10th Standard RBSE Boards (1997)

