

Executive Summary

- An accomplished **Online Marketing, Web Production and Operations Leader with over 19 years of experience** in driving business development, marketing strategy & budgets across all products & media, including websites, social media, email advertising, brand awareness, Lead management & Market engagement.
- Proven track record in **Online and Digital marketing, CMS/Content production, Digital Traffic Management, Email marketing, SEO / SEM and Business Development.**
- Innate ability to understand new technologies and develop routes to market for accelerating the **adoption of emerging web technologies.**
- Strong People Management skills. Have built, managed, mentored and retained teams of highly qualified and motivated web production/operations and web marketing professionals located in **India, Sunnyvale, N Carolina, Luxembourg, Tel Aviv, Djakarta and Singapore.**
- Proven success in **leading corporate digital technology initiatives**, combined with skills in managing global web/online programs within budget and time constraints.

Core Strengths

- Web Design and Production
- Web Usability
- E-commerce Systems
- SEO and SEM
- Content Management Systems
- Vendor Relationship Management
- Marketing Operations/ eMarketing
- Social Media and Engagement
- Business development
- Web Analytics and Online Marketing
- Email Marketing
- Web and mobile standards

Professional Experience:

1. Independent Consultant (Freelance) - Web and Marketing Operations

(~July 2014 - Present)

Roles and responsibilities

- Provide business development and operational consultative services to clients in India and South East Asia in Marketing Operations and Web Operations, Search Engine Optimization, Digital and Email Marketing
- Assist clients with setting up in house teams and vendors in the web operations and digital/Marketing Operations space.
- Interact with the executive teams and interpret business requirements to facilitate and define ongoing processes and new strategy planning

- Advisory on acquisition and implementation of third party applications in Content Management Systems, Email Marketing Systems and Creative services tools.

2. Senior Manager - Group Marketing (Website Operations)

Eurofins Group (August 2013 - July 2014)

<http://www.eurofins.com>

Roles and responsibilities

- General manage the overall website operations for the Eurofins Group.
- Understand and interpret the organization's requirement and facilitate globally distributed teams to plan and define the digital marketing strategy and road map for the Eurofins web properties.
- Define guidelines / recommendations for domain usage, website layout, navigation structure, content management, email marketing, search engine optimization and social media optimization.
- Manage a team of designers and developers to provide all operating units of the Group with a content management system, and email marketing system so that Eurofins' services can be marketed efficiently and in a coherent way.
- People, resource and vendor management, business development and general management and administration of the web marketing office

3. Manager - Interactive Marketing Operations & Global Web Production

NetApp India Pvt Ltd (April 2007 – July 2013)

<http://www.netapp.com>

Roles and responsibilities

- Manage the overall Global web operations and India marketing and technical operations for the NetApp Global Corporate Marketing group
- Manage request ticket based web content production teams to manage web request traffic for web production and maintenance.
- Define, develop and implement the online road map for the sales and marketing channels (this includes web design, web production and maintenance, email marketing,

SEO/SEM/ SMM, online advertising, web analytics and data analysis) based on the top management's and organization's business requirements

- People, resource and vendor management

Accomplishments

- Established and built the first ever Interactive marketing & web operations team for NetApp in 2007, and developed the team to handle global operations. Established new teams in the US during 2009-2010 (at RTP-Durham-Raleigh, NC and Sunnyvale, CA.)
- Established and managed the Central Marketing Agency Model for the Marketing Operations and Automation team in APAC. This model was used as a case study and reference point for similar implementation of digital marketing strategy in the Americas and EMEA.
- Managed the core team that developed and delivered the online re-branding project of NetApp during 2008-2009
- Managed a 30 member global team that handled ongoing Web design and development, maintenance and QA.
- Host managed the marketing services teams for administrative and general management support.

4. Program/Delivery Manager - Web development and production

Logix Microsystems Ltd (November 2005-April 2007)

<http://www.logixworld.com>

Roles and responsibilities

- Responsible for managing a team of 60 web developers, graphic designers and QA specialists
- Business development and client management across multiple GEOs (Especially US and India)
- Define quality standards and compliance to various client requirements
- Facilitate cross functional communication channels across GEOs
- Interact with the executive team and interpret business requirements to facilitate and define ongoing processes and new strategy planning

Accomplishments

- Created new tools and products, optimized resourcing, improved productivity, set up process driven environment, service level agreement for both internal and external

customers, created delivery depth and bandwidth by providing training and job rotation within business modules.

- Created strategic backend services and applications to improve service turnaround time and quality, tools to exploit third-party databases to enhance user interaction and experience.
- Created top of the line web graphics and database oriented tools and products to capture and sell leads from web-users, micro-site users etc.
- Successfully expanded business (from selling web-sites) to customized content and web-based product lines, products that can be sold under licenses.
- Created new business lines like newspaper portal, automobile portal, generic engine to provide content to automobile pages of on-line newspapers, etc., for US and Indian markets.

5. **Program Manager - Web and Print Media**

Business Online (July 1997 – Oct 2005)

<http://www.indiabusinessonline.com>

Responsible for end to end delivery of web projects and B2B directory / magazine products to Indian and international clients.

Managed a team of 25 marketing executives, web developers, graphic designers and QA specialists.

Personal Profile:

- EDUCATION : Bachelor of Arts (History) Osmania University, Hyderabad
- Current Location : Bangalore, India