

Sneha Sastry

Product, Branding, Content and Digital Marketing Specialist

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Profile

Experienced digital marketing strategist skilled in product marketing and content creation for impactful online campaigns. Adept at crafting client-centric content strategies that boost brand awareness and visibility. Skilled in driving successful digital marketing campaigns for startups and directing cross-functional teams to achieve specific goals. Demonstrated expertise in surpassing digital marketing objectives through strategic content and product marketing activities.

Experience

September 2022 - PRESENT

Saras Analytics, Hyderabad

Product Marketing Manager

- Expertise lies in crafting and executing strategic product and content marketing activities.
- Creating product messaging, product communication strategies, content marketing campaigns, and content writing for product launches.
- Reviewed technical documentation, FAQ's, release notes and product documentation.
- Collaborated with Product Managers and developers to retrieve documentation, aiding the technical team by editing developer-written content.
- Developing and delivering compelling messaging and customer engagement enablement tools with the product and development teams.
- Developed new plans for delivery of product communication to clients and prospects.
- Evaluated and analyzed existing product messaging strategies and introduced new areas of development.

February 2017 - July 2022

Zetagle Info Solutions, Hyderabad

Chief Digital Officer

- Experience collaborating with clients from diverse domains, including SaaS, B2C, and B2B software companies, providing a strong global perspective in digital marketing.
- Skilled in engaging with various stakeholders both internally and externally, fostering strong relationships and partnerships to drive business growth.
- Developed innovative strategies across different digital assets, delivering tangible benefits for clients and the organization. Developed content architecture and strategy for apps and websites, resulting in delightful user experiences.
- Proactively managed digital properties, working closely with the CEO to align digital marketing strategies with company goals and objectives.

- Held accountability for a wide range of digital marketing modules, including SEO, PPC, social media campaigns, email marketing campaigns, content marketing, inbound lead generation, website management, and web analytics.
- Consistently generated reports and collected metrics to assess ROI and inform data-driven decision-making.
- Expertise in creating compelling content tailored for different purposes such as white papers, sales documents, and presentations, effectively targeting prospects and stakeholders.
- Demonstrated proficiency in developing multiple websites, crafting engaging infographics, product demonstration papers, and manuals to captivate and educate customers. Implemented website and mobile app UX/UI enhancements to drive customer engagement and accessibility, delivering exceptional user experiences for clients and the organization.
- Successfully devised and executed digital marketing strategies for clients spanning diverse industries, including art, architecture, pharma, food and beverage (F&B), and healthcare, showcasing a comprehensive understanding of global digital marketing trends and practices.

June 2016 - January 2017

V.P Applied Sciences, Bangalore

Digital Marketing Executive

- Implemented SEO strategies, content marketing, and web analytics to drive targeted traffic to the product.
- Owned influencer outreach initiatives, leveraging influencers for content creation and promotion to generate attention and engagement.
- Developed and optimized an SEO-friendly website to enhance customer engagement and improve search engine visibility.
- Created a comprehensive content strategy aimed at maximizing customer engagement and fostering meaningful interactions.

June 2011 - September 2012

Top Source International, New York

Technical Recruiter

- Recruiting & sourcing IT candidates

December 2009 - June 2011

Sheralven Enterprises, New York

Content Writer and Research Analyst

- Responsible for researched, planned, scheduled, and implemented all client and internal web, blog, video, and social media content.
- Tracked and analyzed all content creation against plan and schedule to assure goals were met, ensuring bottom-line lead development goals are met as well.

July 2006 - November 2007

Satyam Enterprises, Bangalore

Software Engineer

- SAP ABAP Developer

Education

June 2002 - June 2006

BIT, Bangalore - *B.E, Bachelor of Engineering, Electronics and Instrumentation*

October 2009 - December 2010

NYU, New York University - *Certification course for Project Management Professional*

March 2016 - January 2017

Digital Vidya, Hyderabad - *Certification course for Digital Marketing*

IN PROGRESS to be completed in December 2023

IIM ROHTAK - *Product and Brand Management*