



**Delivered 30+ POVs, leadership articles & insight-led blogs** improving digital thought leadership visibility.

**Built enterprise-scale knowledge hub** as a communication platform adopted by 1000+ internal stakeholders, improving alignment, readiness, pitch velocity & sales collaboration.

**Supported targeted digital campaigns for enterprise, SMB & private equity audiences**, improving lead quality and deal progression.

### ***Senior Marketing Analyst***

**ACCENTURE PLC (Formerly Imaginea)** - Chennai | Nov 2018 to June 2021

**Generated 8 high-intent opportunities** via multi-touch ABM & demand generation initiatives across BFSI.

**Delivered research-driven insights** shaping positioning across BFSI, Retail & Manufacturing.

**Produced case studies & thought leadership assets** showcasing platform engineering & product innovation themes.

**Amplified global visibility** via events reinforcing engineering leadership perception.

### ***Marketing Manager***

**REDINGTON INDIA LTD.** - Chennai | Nov 2016 to Sep 2018

**Launched Brand VISUALI**, driving 20% YoY revenue growth and strong technical positioning in the 3D printing and scanning space.

**Increased qualified lead pipeline by 10%** through campaigns, seminars & insight-based content.

**Strengthened visibility across Indian engineering events**, supporting conversion acceleration.

### ***EARLY CAREER EXPERIENCE*** - Chennai | Aug 2010 to Sep 2016

**Uniphore Software Systems – Senior Marketing Executive** (Jul 2015 – Sep 2016) – Delivered powerful market visibility by leading high-impact enterprise events, roadshows and digital communication programs that accelerated inbound interest and pipeline performance across BFSI and Telecom for APAC and Middle East market.

**Tech Mahindra – Presales Coordinator** (Jun 2012 – Jul 2015) – Enabled multi-million-dollar pursuits through deep market research and competitive insight-led pitch storytelling for Retail and CPG verticals across US, UK & Ireland geographies, while driving global BFSI event strategy and execution at conferences including FIMA (London) and Transact (San Francisco).

**Sify Technologies – Account Manager** (Aug 2010 – Jan 2012) – Drove enterprise sales growth by managing strategic accounts including Nippon Paint and Ramco Systems, consistently exceeding revenue targets through solution-led account development and relationship management.