

EDUCATION

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| 2016 – 2018 | RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS Candidate for Master of Business Administration (MBA) Marketing and Entrepreneurship Concentration Vice President, Technology Club Jones Graduate School Merit Scholarship recipient. | HOUSTON, TX |
| 2002 – 2006 | VISHVESHWARAIAH TECHNOLOGICAL UNIVERSITY Bachelor of Engineering, Biotechnology Gold Medal recipient for academic excellence Alumni Brand Ambassador 2013- honor for best graduating alumnus in 10 years Founder Editor of South India's first Biotechnology Newsletter "Genesis." | BANGALORE, INDIA |

EXPERIENCE

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| Summer 2017 | INHANCE TECHNOLOGIES LLC <i>Global Leader in fluorine chemistry and rigid packaging for Healthcare and Oil & Gas industries.</i> Marketing Intern <ul style="list-style-type: none">• Built market entry strategy for US cold-chain healthcare and fuel additives markets: researched and recommended tradeshows and professional organizations to develop Inhance's positioning and brand.• Conceptualized Inhance's digital strategy encompassing SEO, content strategy, client acquisition metrics and ROI forecasts for two countries – USA and Brazil.• Increased online client engagement by ~25% through making Inhance's progressive research model the centerpiece of content and engagement strategy.• Reduced online website development spends by ~50% and increased relevant inquiries by ~33% by optimizing Inhance Technologies' USA and Brazil websites through.....• Identified and integrated big data marketing analytics tools to measure and optimize marketing outcomes. | HOUSTON, TX |
| 2012 – 2016 | PORTRAYME DIGITAL COMMUNICATIONS PRIVATE LIMITED <i>South India's first digital and mobile marketing company focusing exclusively on ROI for digital marketing.</i> Managing Director / Co-Founder <ul style="list-style-type: none">• Designed strategic digital initiatives and Go-to-Market strategies for a diverse set of clients (including Fortune 500 companies) from twelve industry segments in four countries.• Reduced clients' marketing spends by ~20% and increased their customer engagement; researched target markets, analyzed competitors' digital footprint and optimized clients' omnichannel marketing spends.• Led a cross functional team of eight people and five vendors (including content specialists and enterprise mobile app developers) to execute clients' digital strategies and quantify outcomes.• Increased revenue by ~150% in 2015 by integrating mobile marketing strategy, mobile application development and gamification with digital strategy.• Drove PortrayMe to profitability in its first year (FY 2013) and increased revenues by 100% in FY 2014. | BANGALORE, INDIA |
| 2010 – 2012 | THOMAS ASSESSMENTS PRIVATE LIMITED <i>World leader in psychometrics, behavior assessments, and performance consulting.</i> Consultant Business Development <ul style="list-style-type: none">• Advised and managed relationships with 38 clients including Fortune 500 companies such as 3M, Mercedes Benz, Fidelity and Toyota. Portfolio generated a yearly revenue of \$300,000.• Grew our region's revenue by 25% by researching target markets, evaluating competitors and enhancing the business development process. This process was replicated successfully in other Indian regions.• Generated 60% of Bangalore branch revenue in Q2 2010 and was awarded for being the best consultant. | BANGALORE, INDIA |
| 2006 – 2010 | B2B ACCOUNT MANAGEMENT - GLOBAL BIOINFORMATICS AND TELECOM FIRMS <ul style="list-style-type: none">• Generated ~\$700K in revenue by building strategic relationships with 20+ clients in the oil and gas, state security, national sports and healthcare research organizations.• Conceived and supervised implementation of a unique communication solution to reduce pilferage for India's largest LPG manufacturer. This generated \$100,000 per year in revenue. | BANGALORE, INDIA |

ADDITIONAL INFORMATION

Skills: AdWords Suite (5+ years of CPC, engagement and app installs experience), LinkedIn, AdWords strategy and Optimization, Project Management, Business Planning, Data Analysis, Sales Management, Vendor Management
Languages: English (Native) Hindi (proficient), Kannada (proficient), Konkani (proficient), German (Basic).
Hobbies: Endurance running (6-time 10K finisher) and playing guitar