

SAMBIT PANDA

PRODUCT MARKETING SPECIALIST

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ABOUT ME

Digital Marketer with 2+ years of experience in B2B Marketing, outbound & inbound marketing, digital product marketing, campaign management & Project management. Well-seasoned in a startup culture having a strong knowledge and experience in SaaS industry.

SKILLS

Email Marketing, Search Engine Optimization, Search Engine Marketing, Google Analytics
PPC Marketing, Email Campaigns
LinkedIn Automation, Salesforce CRM, Lemlist, Marketo
ActiveCampaign
Canva

STRENGTH

- Excellent presentation skills
- Excellent documentation skills
- Ability to effectively communicate with different teams
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- A strong ethos towards helping the team win

HOBBIES

Travelling, Reading, Painting, Graphic design, Gymming

PROFESSIONAL ACCOMPLISHMENTS

PRODUCT MARKETING SPECIALIST- FIRSTPRINCIPLES ■ APRIL 2021- PRESENT

- Lead campaigns end-to-end from conception to defining objectives, execution, tracking, and reporting
- Created engaging and visually appealing landing pages, email communications, sales collateral, ebooks, and customer stories
- Developed positioning and messaging strategies for SaaS products, and use cases to effectively communicate value propositions.
- Conducted holistic efforts to improve various parts of the acquisition and retention funnel, leveraging data and user insights to identify optimization opportunities
- Collaborated closely with UX and visual design teams to implement marketing strategies and ensure a seamless user experience.

DIGITAL MARKETING INTERN- FIRSTPRINCIPLES ■ MAY 2020- APRIL 2021

- Managing all inbound and outbound outreach campaigns
- Worked on CRM for end to end marketing and sales campaign
- Effectively used digital channels to drive walk-ins, trials and new user acquisition
- Responding to emails and coordinating with the sales team for follow up

PROCESS ASSOCIATE - TATA CONSULTANCY SERVICES ■ JUNE 2016-OCT 2017

- Validating the technical error and resolving
- Worked according to the generated exceptions and taken appropriate actions
- Worked on the knowledge bank for the team & updating overall data for the process
- Contributed in smooth implementation of continuous process knowledge development for new trainees

EDUCATION

MBA- MARKETING 2018-2020 - INDUS BUSINESS ACADEMY, BANGALORE

Course curriculum:

Marketing Strategy, Product Marketing, Marketing Analytics, Digital Marketing, Branding and Communication, Social Media and Content Marketing, Advertising and promotion, International Business, Market Research

Dissertation Report : "A Study on the Factors Driving the Over the Top (OTT) Media Services in India"

COURSES

- Writing Marketing copy- LinkedIn Learning
- Content creation in Canva- Skillshare
- Google Analytics- Google
- Writing Cold Emails - LinkedIn Learning

ACHIEVEMENTS

- The Honour club - FirstPrinciples
- Rising Star- FirstPrinciples
- Client Appreciation - TCS