



MEKHLA DIWAN

Marketing Professional, Content Specialist
IT specialist

PERSONAL BACKGROUND

Head Of Marketing with a demonstrated history of working in the computer software industry. Strong marketing professional with more than 3 years of experience working in Marketing, Organizational Branding, Planning and Strategizing including Web Designing, Business Strategies, Online and Offline Marketing Strategies, Advertisement, Customer Relationship Management and Partnerships.

Proficient as a Marketing Manager, Content Specialist, Web Designer, Web Developer, Social Media Manager, IT Admin (Azure).Also, she is skilled in Information and Data Visualization, People Management, Designing & Development of Front End & Back End.

As a Head of Marketing & Alliance, she is inclined to build strong customer relationships and relish organizational branding by strategizing long-term and short-term business goals. She is an avid learner and supports People-led Innovation, Talent, Team work, Inclusion and Agility.

ACHIEVEMENTS

- Successful Hosting & Development of Websites
- Helped grow engagement rate by 150% on different digital media & website,
- Successfully Launched SaaS Products in Azure Marketplace
- Spearheaded Service Partnerships with Microsoft, Crayon & Freshworks.
- Enhanced Organizational Branding & Digital Presence (both Online & Offline)

WORK EXPERIENCE

Head of Marketing & Alliance (26 months)
Catalytics Datum Pvt. Ltd.

Role & Responsibilities:

Core Responsibilities are as mentioned below:

Craft strategies for all Marketing teams, including Digital Content, Advertising, Communications, and Creative, Prepare and manage monthly, quarterly and annual budgets for the Marketing department.

- **Set, monitor, and report on team goals**
- **Design branding, positioning and pricing strategies, Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)**
- **Analyze consumer behavior and determine customer personas.**
- **Identify opportunities to reach new market segments and expand market share, Craft quarterly and annual hiring plans**
- **Monitor competition (acquisitions, pricing changes, and new products and features), coordinate sales and marketing efforts to boost brand awareness. Participate in the quarterly and annual planning of company objectives.**

PROJECTS

• **Veenman Pilot**

- Managed Timely Delivery of the pilot & reports.
- Documented the Strategic Presentation with Team.
- Determined with the analysis, the top 3 best performers for printers, sectors and customers and the percentage of each based on the profitability.

• **MBuzz CRM**

- Project Management & coordination for team for timely delivery.
- Identified the Key areas and requirements of the clients to escalate & progress towards successful completion.
- Became the part of the successful launch & final presentation.

CONTACT :

Cell: +(91)62643-08270

Email: mekhadiwan@gmail.com

Website: <https://sites.google.com/view/mekhla-diwan/home>



PUBLISHINGS

- **WhatsApp a Bliss or Misery?** (ijtre.com)
Voulme 2, Issue 10, June 2015.

- **Mitigating Terrorist activities and
Terror Funding through Big Data & AI**
(techxmedia.com, vocal.media.com)

- **AR, VR, Video Analytics & Facial
Recognition: Enhancing Customer
Satisfaction**
(techxmedia.com)

Blogs:
baredinstincts.blogspot.com
higopes.blogspot.com

TRAININGS & CERTIFICATION

- **Content Marketing**
CERT00496115-EMI

- **Core Java**
ICSS2009021500425

- **Microsoft Certification week Training**
23Aug 2021 -27th Aug 2021

PROJECTS

• **MBuzz Management Reports (May 2021- Oct 2021)**

- Designing of the dashboards on Power BI (Data Visualization).
- Creating the Navigation within the reports.
- Identified the Top 5 Brands, Salespersons, Category & regions of Sales.
- Created Date Hierarchy, Relationship mapping & Joins.
- Building Relationships with Clients and providing support as per the Business Requirement.
- Adding Filters to the reports.

• **PRICE Program Management**

- Program Management, Governance
- End-to-End Delivery of Documents : Project Plan, Proposal, Use cases
- Adding Filters
- Building Reports on Surveys
- Data Visualization : BI reports
- Strategic Presentations
- Need Recognition, Requirement Gathering

• **Digital Marketing at Catalytics Datum**

- Developed and Designed a Live Website embedded with brand new technical facilities.
- Keyword Planning, & Traffic, Behavior Analysis with Google Analytics .
- Managed online campaigns effectively driving brand awareness and engagement.
- Increased traffic to social media (LinkedIn and Facebook) accounts by 50%, >20% engagement of audience
- Brand Awareness by Brand Stories, Banners, Posts , videos.
- Offline & Online SEO

• **Partnerships & Business Development at Catalytics Datum**

- Partnership Development Process with **Microsoft, Crayon, PRICE, MBuzz**
- Migration Process of Resources : Tenant to Tenant, Managing Subscriptions.
- Identification and Monitoring for Cyberattacks- Support & Whitelisting IPs.
- Demo about Catalytics Datum Products & Professional Services.
- Coordination for Proposals
- Coordination for POCs with Clients for RFPs.
- Successfully launching business profile at Azure Marketplace

• **Technical and Managerial Support for Azure Marketplace:**

- Managing the documentation & Subscription models
- Reviews with Microsoft cloud enablement desk
- Managing Partner network portal and go-live
- Managing ADD
- Support for Azure Applications
- Technical Support for billing and Optimizing the existing resources
- Spearhead on the document preparations
- Suggesting best solutions and practices on Azure.
- Suggesting the requirements for developing and deploying the webapps.

• **Technical Support : Managing Queries**

- Just-in-mind
- Wpdata Tables
- Azure Resource Migration
- Azure Marketplace
- Power BI

EDUCATION

Devi Ahilya University, Indore

Master of Technology (IT) - M.Tech

- Learn to develop and write pages with the latest HTML version.
- Learn to understand the prototype of programming and programming basics.
- Learn to work with any technology and how to start.
- Learn to work positively and in a solution - oriented way.

TECHNICAL SKILLS (YEARS OF EXPERIENCE)

Project Management (2 years)
Team Management (2 years)
Customer Relationship Management (2 years)
Partnerships & Alliance (2 years)
Online & Offline Marketing (3 years)
Report Creation & Research (4 years)
Content Planning & Management (3 years)
Business Planning & Management (3 years)
Information & Data Visualization (1 year)
Azure Cloud Management (0-1 year)
Canva Creative Designing (3-4 years)
Blogging (2-3 years)
Web Designing (1-2 years of Experience)
Zoho Sprint, Scrum & Waterfall, JIRA. (1 year)
Zoho CRM, Freshworks CRM, Microsoft CRM (0-6 months)

*Kindly please visit the website to dig deep into my technical profile and portfolio:

<https://sites.google.com/view/mekhla-diwan/home>

PROJECTS

• Website Design- Catalytics Datum

- Designed 16 pager Website
- End-to-End Delivery, Live Hosting, SEO
- Including Functionality for forms for leads
- Website Development: HTML5, CSS rectifications.
- Coordination with developer and fulfilling the change requests.
- Proofreading codes & Content on the website
- Configuration of Google Analytics.

• Freelancing Work : (12 months)

Key Responsibilities:

- Business Development
- Project Scope, Planning, Execution & Delivery Plans for delivering the project
- Customer Relationship Management - Collecting Feedbacks, Reviews & Satisfaction

Social Media Manager (Mission Institute)

- Managed online campaigns for various clients, effectively driving brand awareness and engagement
- Increased traffic to social media accounts by 50%

Website Developer & Designer (Shivanjali Services Pvt. Ltd.)

- Developed and Designed a Live Website embedded with brand new technical facilities.
- Assisted in developing concepts.
- End - to - End Delivery.
- Proofreading content

Website Design

- Designed a parallax prototype as per the shared requirements.
- Designed 9 Sections.
- Identification & Implementation of the changes to meet the expectations.

Content Creation (Raj Shamani)

- Wrote Articles on Personal Branding & Trending Topics.
- Wrote Descriptions for Podcast, Figuring Out.

Content Strategist (Digital10 Pvt. Ltd.)

- Created & Strategized the website & Online content.
- Flyers , one pager, Facebook Ads.

P.S. For more content and collateral design portfolio please visit the website and blog.