

# Sumitha P Naik

+91 9739048262

✉ sumithanaik@gmail.com

## Qualification:

**POST GRADUATION DIPLOMA:** Public Relations and Corporate Communication, St. Pauls Institute of Communication Education, Maharashtra, India.

**BACHELOR OF ENGINEERING:** Information Science, Nitte Institute of Technology, VTU University, Karnataka, India.

## Professional Summary:

### Director Marketing, Chryselys, Mumbai-US,

May 23 – Till Date

- ❖ **Digital Transformation:** Spearheaded the redesign and launch of the organization's website, enhancing user experience and engagement.
- ❖ **Brand Visibility:** Oversee digital marketing campaigns, elevating brand presence in the pharma and life sciences industry.
- ❖ **Stakeholder Engagement:** Manage both internal and external communication, ensuring coherent messaging and fostering collaboration.
- ❖ **Media:** Develop PR strategies to strengthen Chryselys's reputation and recognition in the industry.

### Sr Manager Marketing, Future Group, Mumbai,

Sep 22 – Mar 23

- ❖ **Brand Strategy:** Elevated brand positioning through the creation and execution of targeted marketing strategies tailored for diverse segments.
- ❖ **Product Promotion:** Enhanced product visibility by 30% through collaborative campaigns with cross-functional teams.
- ❖ **Market Research:** Conducted competitive analysis to position our products favorably, leading to a 15% increase in market share.

### Lead Marketing & Global Communication, Affine, Bangalore,

June 21–June 22

- ❖ **Global Alignment:** Established a unified global product communication strategy, standardizing messaging and boosting international product adoption by 20%. Owned communication and affiliate engagement initiatives for the organization
- ❖ **Product Collaterals:** Led content teams to develop product-specific assets, improving engagement metrics across digital platforms by 35%.
- ❖ **Stakeholder Coordination:** Collaborated with international offices, ensuring consistent product messaging, and securing a 15% uptick in cross-border sales.

### Manager, Campden Family Connect, Mumbai,

March 19–June 21

- ❖ **Brand Awareness:** Spearheaded awareness campaigns that resulted in a 30% increase in brand recognition in target markets.

- ❖ **Event Strategy:** Organized product-centric events, seminars, and webinars, resulting in a 25% boost in lead generation and brand loyalty.
- ❖ **Digital Marketing:** Executed digital campaigns focused on product features and USPs, improving product inquiries by 50%.

**Consultant, Pitchfork Partners, Mumbai**

Sep 18–March 19

- ❖ **Client Product Promotion:** Championed product marketing strategies for diverse clients, witnessing a collective sales growth of 20%
- ❖ **Media Engagements:** Positioned clients favorably in media outlets, resulting in enhanced brand credibility and trust.

**Associate, MSL Group, Mumbai**

May 17–April 18

- ❖ **Media Presence:** Secured 60+ feature opportunities across media, solidifying brand prominence and trust.
- ❖ **Content Creation:** Developed press releases, articles, and related materials, ensuring accurate and compelling brand representation.

**QA Lead, Manifest Studios, Bangalore, India**

Sep 14–June 16

- ❖ Oversaw the entire QA life cycle and offered consultation on test processes.

**Senior QA/Module Lead, Amazon.com, Bangalore, India – US**

July 13–Sept 14

- ❖ Managed end-to-end QA activities for Amazon Fire Phone and Kindle teams.

**Zynga Game Network, Bangalore**

Oct 09–July 13

**Senior QA/Acting Team Lead, (Indiumsoft, e4e Business Solutions)**

- ❖ Led QA services, managed teams, and ensured project success, gaining client appreciation.

**Skills:**

- ❖ Product Positioning & Messaging
- ❖ Go-to-market Strategy
- ❖ Market & Competitive Analysis
- ❖ Digital Marketing & Campaigns
- ❖ Content Development
- ❖ PR Strategy
- ❖ Event Planning & Execution
- ❖ Stakeholder Collaboration

**Alignment with Your Needs:**

- ❖ **Product Expertise:** Experienced in designing marketing strategies for niche products, aiming for maximum market penetration and customer engagement.

- ❖ **Market Understanding:** Deep understanding of various markets, tailoring strategies to address specific market demands.
- ❖ **Operational & Strategic Expertise:** Proven track record in strategizing and executing marketing initiatives, ensuring alignment with overarching corporate goals.
- ❖ **Partner & Stakeholder Collaboration:** Demonstrated expertise in managing various stakeholders, from external partners to internal teams, ensuring cohesive marketing efforts.
- ❖ **Cultural Adaptability:** Well-versed in adapting marketing strategies to resonate with diverse cultural preferences, ensuring effective product marketing.

With a blend of technical and marketing acumen, my expertise lies in understanding intricate product features and translating them into compelling marketing narratives.

**Note:** Reference will be provided on request.