

MADHAV KASHYAP

PROGRAM MANAGER

CONTACT

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Chandigarh

SKILLS

Strategic Planning

Brand Management:

Content Marketing and Management

Data Analytics

EDUCATION

CHANDIGARH UNIVERSITY

CSE (HONS)- BIG DATA ANALYTICS

(2014-2018)

Graduated from Chandigarh University majoring in Big Data and Analytics

CERTIFICATIONS

POWER BI(2017)

Analysing and Visualising Data with Microsoft Power BI

HubSpot Academy(2022)

Content Marketing Certified

GOOGLE DIGITAL GARAGE(2022)

The Fundamentals of Digital Marketing
AWS

XenonStack

2020--Ongoing

Program Manager

- Evaluating and developing our marketing strategy and marketing plan
- Drive growth across partner channels(AWS/Azure/Google/Databricks)
- Planning, directing, and coordinating marketing efforts.
- Collaborate with the team to uncover insights and strategies to develop and implement marketing and branding strategies for new and existing products, internally and externally
- Spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, new keyword opportunities, tracking, results reporting, analysis, and recommendation
- Hold regular meetings with account managers to review pipeline, resolve challenges, and present possible solutions, and provide ongoing training to ensure team consistently performs above standard
- Oversee and improve sales processes, including lead generation, lead qualification, sales forecasting, pipeline management
- Enhancing and Driving Technical Partner Ecosystem

Marketing and Sales Lead

2018-2020

- Collaborated closely with the CEO and executive leadership to define and execute the company's overall marketing strategy
- Enable effective Sales Enablement
- Identify opportunities and campaigns to increase website traffic, revenue, sales, and retention
- Design and coordinate promotional campaigns, PR and other marketing efforts across channels
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Develop and implement comprehensive marketing plans, including digital marketing, content strategy, brand management, and lead generation initiatives.