



SUKHWINDER SINGH DIKLA

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Address: HSR LAYOUT, BENGALURU

Objectives

An Product & Growth oriented individual with an "Entrepreneurial Mindset", who likes to take calculated risks and makes data driven & psychological decisions, to contribute towards growth of a product/service and drive revenue.

Projects

EMAXIO

7/2016 - 8/2018

Pipedrive CRM Market Research Event Planning & Operations

ROSETTA by Ferns

rosettabyferns.com

10/2018 - 10/2019

Salesforce Journey Builder (Defining user journey on the app) Salesforce Marketing & Sales Clouds (Campaign design, tracking & iteration) Agile

Qualifications

PGDM (MARKETING & START-UP SUSTAINAB

6/2014 - 5/2016

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA, Ahmedabad

Bachelor of Engineering (Information Technolo

6/2009 - 6/2013

Trident Academy of Technology, Bhubaneswar

Skills

Technical Skills

Salesforce Marketing Cloud (80%)



Salesforce Sales Cloud (100%)



Microsoft Office Power Point (100%)



Microsoft Excel (58%)



Microsoft ONE Note (70%)



JIRA (80%)



Management Skills

Design Thinking

Strategic Negotiation & Planning

Agile

Languages

English (Expert)

Hindi (Expert)

Experience

Area Business Manager , Bengaluru Urban

Weddingz.in

11/2019 - 10/2020

•Worked on Salesforce Sales & Marketing Cloud and ensured generation of leads & designing of campaigns for their new venture "OYO Weddingz". • Prepared & Launched campaigns and made sure to track them and measure campaign effectiveness. • Made use of Agile techniques to define the product roadmap and continuously re-visit the backlogs and achieved defined milestones in the SFDC. •Collaborated with external vendors and kept them in loop for every event to ensure smooth execution and revenue generation simultaneously. •Interacted with International Client from China (i.e. VIVO & Oppo Mobiles) and organized Launch Events & RNRs' for them . •Trained 20+ Venue Managers in Salesforce and also helped them in closing deals with the customers .

Product Development Manager , Bengaluru

Ferns Estates & Developers

10/2018 - 10/2019

•Planned, Developed & Launched a new vertical "Rosetta By Ferns", and helped the company debut into Luxury Hospitality . •Did Competitor Analysis, gathered customer feedback, researched viable and better options and recruited workforce to make it a great success . •Defined GTM Strategy to Target the right set of customers suited for the New Product. •Collaborated with Salesforce and implemented Sales Cloud & Marketing Cloud to design , launch & target campaigns . • Kept a check and measured campaign effectiveness to ensure precise targeting and lower customer acquisition costs. • Collaborated with the Sales team to gather customer feedback and make changes to the campaigns accordingly.

Business Growth Manager, Bengaluru

Explara.com

7/2016 - 9/2018

•Successfully took active part in designing and launching India's First Eventmanagement Mobile App , i.e. "Emaxio". •Worked with cross functional teams to gain feedback , data and make use ofthe same to define a product development road map . •Used and implemented the agile way of product development in defining deadlines , product lifecycle & development backlogs and accordingly communicated the same to the respective teams. •Designed marketing campaigns to target Businesses and generated qualityleads to pitch & sell "Emaxio". •Onboarded Vendors and Event Managers & Companies onto the platform and took care of the smooth delivery of the services at the Event Day.

CMO & Co-Founder, Bhubaneswar

Shop&me.com

2/2012 - 3/2015

•Produced communication strategies to meet client's KPIs. •During my tenure, provided company management updates for all renewalsincluding at-risk renewals and forecast for future costs. •Designed "Facebook" campaigns to target the right audience and keep acheck on the spends. •Designed & developed a product roadmap and took care of the timelyexecution of the same . •Ensured quick and on time delivery by collaborating with Logistics partnersfor Local as well as PAN India Shipping. •Took active part in start up fairs , amusement fairs & fetes to promote the brand and gain more traction.

Personal Information

Father Name:
DEVENDER SINGH DIKLA

Nationality:
INDIA

Date Of Birth:
29/10/1990

References

Request On Demand
