

Hello, I'm Shweta Chandrasekar

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About me

A creative visualizer,
media, design and
technology enthusiast.

I enjoy crafting products
and experiences that
engage, solve problems,
add value and create a
lasting impact.



WORK

PHILIPS | CHENNAI | JUN 2019 - PRESENT

Senior Manager, Content & Knowledge - Responsible for implementing a Global Knowledge Program that leverages Text-Mining techniques to build an operationally responsive organization

FSS | CHENNAI | FEB 2018 - APR 2019

Product Marketing Manager - Improved FSS's global brand presence with multi-channel print and web marketing to inspire banks across the globe to ramp up their payment offerings

MAROON.AI | CHENNAI | AUG 2017 - JAN 2018

Content Specialist (Contract Role) - Drove the messaging to raise awareness of Maroon's AI-based products

JP. MORGAN | MUMBAI | NOV 2015 - AUG 2017

Associate, Sales Enablement Group - Supported sales with best-in-class proposals and pitchbooks that help win deals

COGNIZANT | CHENNAI | OCT 2008 - NOV 2015

Product Owner/Business Analyst - Part of the founding team; responsible for the org-wide adoption of Cognizant's flagship enterprise collaboration platform

KEY SKILLS

- Product Positioning
- Digital Marketing
- Business Development
- Program Management
- Design Thinking



TOOLS

- MS Office, SharePoint
- Adobe Creative Suite
- HTML, CSS
- CRM - Salesforce
- CMS - WordPress
- Python



ACADEMIC

Yoga Teacher Training Program (2020-2021)
Krishnamachari Yoga Mandiram, Chennai
Expected Graduation - May 2021

Performance Leadership Program (2020)
Neuro Linguistic Institute (NLI)

B.E., Electrical & Electronics (2002-2006)
Anna University, Chennai
University Topper in Communicative English



Work Achievements and Responsibilities

Senior Manager, Content and Knowledge, Philips, Chennai (June 2019 - Present)

- Responsible for the global launch of the Knowledge Program aimed at 70k employees which led to 100% employee awareness of end-to-end work processes
- Selected to present at the Philips Excellence Competition 2020 Word Finals for contributing to a Text-Mining project that helped the organization standardize and automate recurring business tasks, saving 200 hours per year

Product Marketing Manager, Financial Software & Systems (FSS), Chennai, Feb 2018 - Apr 2019

- Drive global brand engagement with case studies, product demos, print collateral, webinars, infographics and video content, supporting the sales channel and increasing market penetration
- Produce the weekly e-newsletter that focuses on innovations in the Payments Industry
- Partner with creative agencies for product positioning, branding and messaging

Sales Enablement Associate, J.P. Morgan, Mumbai, India, Nov 2015 - Aug 2017

- Maintain the central database of 12000+ RFP responses with required tagging, updation, SME as wells and client specific customization
- Created a repository of pre-approved images to get proposals to market in 50% less time

Product Owner/Business Analyst, Cognizant 2.0, Chennai Oct (2008 - 2015)

- Increased Cognizant 2.0's active user base from 0 to 200K. Developed theme-based campaigns to promote the platform's co-creation possibilities using web2.0 tools, anytime, anywhere access to a verified expert network and a repository of reusable codes and templates
- Organized and managed the first TEDx event at Cognizant in Chennai. Successfully created the "TEDx experience" for employees
- Coached teams to effectively use the Idea Tool for logging in idea campaigns focused on specific business cases, allowing users to track, improve and implement their ideas resulting in \$120 M USD in cost-savings in 2015 for the organization



NeuroLeadership
INSTITUTE



Krishnamacharya Yoga Mandiram