

Sonaly Pradhan

Associate - Solutions Marketing

An Accomplished and results-driven marketing professional with nearly 3 years of experience in the IT industry and has expertise in Go To Market Strategy, Branding & Positioning, Marketing Campaigns, Partnership Development, Marketing Communications, Content Marketing, Marketing Analytics, Digital Marketing, Market Research, Primary/Secondary Research, Competitive Intelligence and various reporting tools such as Microsoft Excel, Power BI and Tableau. Expert level usage of toolsets - Gartner, Forrester, S&P Capital IQ, D&B Hoovers, IDC, ISG, ZoomInfo, XiQ, Everest, Finlistics, Technology Business Research and Freshworks. Highly proficient in technologies such as ServiceNow and Salesforce. Consistently expanding my skills and seeking new challenges to enhance my expertise.



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WORK EXPERIENCE

Associate - Solutions Marketing Nous Infosystems

01/2022 - Present

Achievements/Tasks

- Responsible for generating new business for the capabilities and solutions that Nous sells across verticals. Focus Area - ServiceNow and Salesforce Practice. Developing strategies for end-to-end marketing programs that drive awareness, engagement, and improve sales pipeline.
- Branding & Positioning - GTM strategy development, value proposition, differentiation & prospect profiling. Work with product and solutions team to create and execute the GTM plan.
- Marketing campaign planning and execution for lead generation through inside sales team and strategic partnerships.
- Thought leadership content creation (brochures, blogs, whitepapers, case studies and webinars) for SEO ranking.
- Market Research & Market Intelligence - Secondary research, competitive intelligence, customer insights, customer segmentation, market forecasting, data analytics and data driven decision making.
- Regular connects with partners to collaborate and conduct joint marketing events and drive the sales pipeline and revenue.

Market Research Intelligence Senior Associate NTT DATA, Inc., Bangalore

08/2020 - 01/2022

Achievements/Tasks

- Provide clients with market intelligence on accounts, key client executives, industry updates, technology adoption, usecases and white space analysis across verticals. Provide timely and actionable market intelligence to sales team members, executives and leadership for competitive advantage and improved business outcomes.
- Proficient in building C-suite level PowerPoint decks. Interacted with clients to gather requirements, analyze and create customized reports. Addressed pain points and translated trends into strategic recommendations.
- Worked with sales team members to identify right targets and deliver right message in order to generate new business opportunities.
- Developing competitive strategic benchmarking reports to determine the company's position with respect to IT service competitors. Assessing SWOT relevant to NTT's presence in the market.
- In FY 2020, I managed to complete over 350+ requests collectively supporting opportunities worth over \$800Mn.

Sales and Marketing Intern (Secondary Sales) Britannia Industries Limited, Bangalore

06/2019 - 08/2019

Achievements/Tasks

- Verified every retails in allotted beat route through IVRS calls and delivered 'Focused Brands' and 'Power Brands' products of Britannia in each model store to drive retail growth. Made logistics optimum and distribution faster using Geo-Tracker software and did test-marketing of newly launched product - TIMEPASS Chips.

SKILLS & TOOLS

Marketing Strategy

Marketing Campaign Management

Marketing Automation

Partnership Development

Marketing Communications

Content Strategy

Email Marketing

Lead Generation

ServiceNow

Salesforce

Market Research

Competitive Intelligence

Digital Marketing

Product Marketing

SEO

Project Management

Power BI

Tableau

SQL

Microsoft Excel

Microsoft PowerPoint

Freshworks

Gartner

IDC

Forrester

Everest

D&B Hoovers

ZoomInfo

ISG

S&P Capital IQ

XiQ

Finlistics

Technology Business Research

Team Management

CERTIFICATIONS

2022 Complete Salesforce Administrator Certification Course

Salesforce for Marketers

Marketing Analytics, University of Virginia

Market Research and Consumer Behavior, IE Business School, Madrid, Spain

Excel Skills for business: Intermediate II, Macquarie University

Power BI Essential Training

INTERESTS

Event Management, Chess, Sketching, Travelling and Singing

EDUCATION

MBA in Marketing from Alliance University (2018 - 2020)

Score: 80.2%

B.E in Computer Technology from K.I.T.S. (2012 -2016)

Score: 71.6%

Class 12th from Ambuja Vidya Niketan (2012)

Score: 73.2%

Class 10th from Ambuja Vidya Niketan (2010)

Score: 73%