

# MAMATHA MC

## MARKETING AND BRANDING SPECIALIST

### OVERVIEW

**Results-driven** marketing professional with a track record of developing and executing innovative and effective strategies to position brands in competitive markets. **Passionate, energetic, and proactive**, with a proven ability to deliver measurable results and drive business growth through **data-driven** decision-making."

### CONTACT

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### CORE COMPETENCIES

Competitor Research & Analysis | Marketing & Promotional Strategies | Content Writing and Marketing | Campaign Management | Reporting & Documentation  
| Brand Management | Market Intelligence | Customer Liaison | Strategic Alliances | Stakeholder Management | Cross-Functional Communication | Analyst Relations | Brand Building | Media partnerships

### ACADEMIC CREDENTIAL

➔ **Bachelors in Engineering** | Dayananda Sagar College of Engineering | 2019

### CERTIFICATIONS & COURSES

- ✓ **Google Fundamentals of Digital Marketing**
- ✓ **Introduction to International Marketing** | Yonsei University
- ✓ **International Marketing Entry and Execution** | Yonsei University
- ✓ **International B2B Marketing** | Yonsei University
- ✓ **Content Marketing** | HubSpot
- ✓ **International Entertainment and Sports Marketing** | Yonsei University
- ✓ **Inbound Marketing** | HubSpot

### PROFILE SYNOPSIS



An insightful thinker with strong grounding in conducting competitor analysis and staying abreast of constantly evolving market landscape to identify and assess market trends and prevailing customer preferences



Holds skills to assist in defining cutting-edge marketing strategies and campaigns across target customer segments with the focus to expand client base, drive-in brand awareness / visibility, meet and exceed KPIs and safeguard business value



Motivated and passionate to work across a dynamic ecosystem of stakeholders to define and implement integrated marketing & promotional campaign strategies



Capacity to communicate critical insights and recommendations to key stakeholders and further assist them in translating the same into growth-oriented business decisions



Adeptly liaises with cross functional teams and external marketing aid agencies to facilitate and enhance formulation of cost-efficient promotional strategies and innovative marketing content for digital marketing handles



Customer collaboration specialist with prowess in encouraging open communication with clientele to achieve mutual understanding

### CAREER OUTLINE

Since 2019

#### MARKETING ANALYST

Infosys Private Limited

Infosys  
Navigate your

#### Project: Infosys Healthcare and Lifesciences

- ☆ Received "Insta Award – Marketing" twice for displaying exemplary performance (individual award)
- ☆ Active participant of a campaign which was rewarded with silver position for being one the best campaigns in Infosys.
- ☆ Won the **Global Brand Excellence Award** from **World Brand Congress** for a Campaign headed by me for Infosys Helix.
- ☆ Increased the **opportunity pipeline** by **50%** in one year by campaigns and marketing activities.
- ☆ Working on a **CSR** activity to help with education of underprivileged kids.
- ☆ Generated more than **500** relevant **leads** with relevant events, partnerships, and other marketing activities.
- Conduct extensive **competitor analysis** to gain insight into competitor's offerings, strategies & also to recognise organisation's market standing.
- Create **GTM** strategies after deep analysis to generate revenue, improve clientele and brand standing.
- Monitor **budgets** and ensure optimal utilisation of available resources.
- Steer the formulation and implementation of **Account based marketing** strategies focused at targeting the existing clientele.
- **Collaborate** with internal stakeholders to adeptly spearhead marketing campaigns and other marketing events for the new digital healthcare platform.
- Single headedly worked on **rebranding**, storytelling and building a market preposition for a new product.
- Effectively worked with **Analysts** and worked on **media partnerships**.
- Organising Industry relevant **events** while effectively showcasing the **brand**.
- Utilise online marketing mediums to promote and enhance the **LinkedIn** reach of Infosys's Healthcare and Helix pages.
- Monitor, formulate & pilot execution of promising **campaigns**, event, webinars etc.; Mesh with **cross functional** teams to construct detailed reports of leads, events etc to formulate data driven strategies.
- Provide critical & insightful recommendations to further facilitate the construction of productive **SEO** and **SEM** strategies.
- Liaise with **external** agencies like media, animation, and ad agencies to further strengthen and refine the implementation of created solutions.
- Researching relevant **partnerships**, events and effectively working on lead generation.
- Aid the timely implementation of marketing plans by vigilantly **multi-tasking** and performing array of duties simultaneously.