

NIVITA VERMA

SAN FRANCISCO, CA

E: vnivita@gmail.com | <http://www.linkedin.com/in/nivitaverma>

M: 917-543-3001 | twitter: [@nivitav](https://twitter.com/nivitav) [@techniacs](https://twitter.com/techniacs)

EXPERIENCE [View Online Portfolio: techwali.com]

GOOGLE – SUNNYVALE, CA | GLOBAL STARTUP LIFECYCLE MARKETING MANAGER | 11/23 - 08/23

[Contract position via Creative Circle]

- Launched global [AI](#) and [Web3](#) programs for **Google for Startups Cloud Program**
- Owned lifecycle marketing for Google Cloud startups; Developed AI and Web3 content marketing strategy, email campaigns, and sales enablement materials (call scripts/onboarding emails, 1-pagers, training decks, etc.).
- Conducted extensive research for launch of a Google Cloud Startup Hub to cater to early-stage startups building on Google Cloud (program benefits/offerings, vertical-specific solutions messaging, and UI/UX design of website).
- Crafted Google Cloud solutions messaging and case studies/customer testimonials for startup lifecycle marketing
- Event marketing for global, regional, and local Google Cloud events and conferences (promotions, social, etc.)

TECHNIACS – SAN FRANCISCO, CA | FOUNDER | 2016-2020

Techniacs is a marketing consultancy serving technology startups/initiatives. Clients include:

- **Miami Downtown Development Authority [DDA]:** Directed Downtown Miami's technology development initiatives. Delivered a 70-pg report outlining best practices and policies shaping successful technology ecosystems and presented strategic recommendations to city officials/key stakeholders.
- **Other Companies:** DoubleDutch, NewCo, UpNest, Infinote, Nueva School, OnePgr, PerimeterX

UPNEST [acquired by MOVE] – BURLINGAME, CA | DIRECTOR OF MARKETING | 01/15 – 10/15

- Managed content team (3), designers (7), and owned production/distribution/promotion of all content/creative
- Achieved 20%+ MOM growth target for web traffic via SEO/organic and paid search optimization efforts
- Managed web/data analytics and reported weekly/quarterly results to optimize KPIs and iterate offerings
- Led mobile app UI/UX design, including wireframing, mockups, prototyping, and development
- Optimized lead generation campaigns, including A/B testing landing pages and partner referral programs
- Managed email campaigns [copy, creative, segmentation, analytics] designed for lead nurturing and conversion

MIAMISHARED – MIAMI, FL | VP MARKETING | 03/11 – 12/11

- Managed four Client Managers and led acquisition, engagement, retention, and monetization programs
- Reduced member Cost Per Acquisition ~60% by optimizing marketing/channel mix and improving lead quality
- Increased member retention and LTV by upselling 40% of monthly members to a new 3-month *Flex Plan*
- Produced 4-6 startup events/month to increase leads/brand awareness, growing attendance 11x in 3 months
- Led website redesign and managed PR, blog, social media, and weekly email campaigns (average CTR >70%)

FLUXTRONICS COMMUNICATIONS – HAYWARD, CA | DIRECTOR OF MARKETING | 10/08 – 03/10

- Managed marketing/sales-enablement programs to support acquisition, retention, and conversion goals
- Supervised sales/marketing staff of three and assisted with lead generation/scoring/nurturing/conversion
- Launched "Win Back" campaign, generating \$1.2M+ in annual revenue by reactivating >60% of old accounts
- Led website redesign and optimized copy, lead forms, and landing pages, increasing leads by 400%
- Managed customer feedback to identify pain points and drive incremental CRM data quality improvements

SANDISK – MILPITAS, CA | SENIOR PRODUCT MARKETING MANAGER | 01/06 – 10/06

- Invented *Memory Card Holder and Organizer* [Patent #US 2008/0156676 A1] and managed product lifecycle
- Conducted quantitative/qualitative market research to drive global adoption of One-Time-Programmable digital storage products and inform product design, positioning, pricing, packaging, and other go-to-market strategies
- Collaborated with cross-functional teams on product development and launch of 3-D Memory storage products
- Developed all marketing and sales-enablement collateral for B2C/B2B consumer electronics market
- Ensured timely execution of product roadmap through project management and resource procurement/allocation
- Partnered with Big-Box retailers [Best Buy, Costco, CVS] on co-marketing and retail merchandising programs

MATRIX SEMICONDUCTOR – SANTA CLARA, CA | SENIOR MARKETING MANAGER | 01/01 – 01/06

- Led branding/marketing communications integration pre/post **company acquisition by SanDisk Corporation**
- Owned design, copy, localization (translations), and management of four international [APAC] corporate websites
- Executed global PR strategy with agency [analyst relations, product launches, press events, 50+ press releases]
- Developed marketing, positioning, and content strategy for consumers, OEMs, MNOs, Retailers, and Publishers
- Executed partner [Disney, Technicolor, Nokia, Nintendo] co-marketing programs and global product launches
- Conducted qualitative/quantitative market research to determine customer segmentation/use cases, feature

SPECIALIZATIONS

Marketing Communications
Multi-Channel Content Marketing / Copywriting
Sales-Enablement / Lead Generation
Quantitative / Qualitative Market Research
Data Analytics / Web Analytics
Web Design and Development
Conversion Rate Optimization [CRO]
SEM / SEO
Product Marketing
Email Marketing
Project Management
Social Media Strategy

SKILLS/TOOLS

HTML5, CSS3, JavaScript, Python, WordPress
Adobe Photoshop, Illustrator, InDesign, After Effects
Google Analytics, Mixpanel
Google Ads, Google Display Network
Google Optimize, Optimizely
Google Suite, Microsoft Office
Marketo, MailChimp, Zendesk, Slack
SEMrush (SEO)
Social Media: Facebook, Twitter, LinkedIn, etc.
Fluent in Hindi + Beg. Spanish

HIGHLIGHTS

- 15+ yrs Executing multi-channel marketing campaigns in B2B/B2C technology industry
- Front-End Dev. with sharp eye for UI/UX design
- 15+ yrs Managing identity/collateral systems, content marketing, sales-enablement programs
- 15+ yrs Product Marketing + Lifecycle Marketing
- 15+ yrs Cross-functional team collaboration on product development and campaign execution
- 10+ yrs Optimizing acquisition, engagement, retention, and monetization campaigns
- Advanced understanding of SEO best practices
- Data-driven marketer; proactive, creative problem solver; detail-oriented with strong organizational and time management skills

EDUCATION

M.B.A., Marketing/E-Commerce, San Francisco State University [Note: coursework completed; degree pending completion of thesis]
B.A., English, University of California at Berkeley