

# Sheena Pradhan

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## About

Data driven marketing and creative strategist with track record of bootstrapping a F&B business, and leading marketing projects for a swimwear brand, an accessories brand, a RTW brand, a wearable tech product, an HR mobile platform, an event tech platform, and a crypto-native compliance SaaS tool.

## Consulting

Digital marketing, digital & content strategy, marketing operations & CRM management, organic social strategy & management, email marketing (including drip and automation campaigns), paid social, paid media, organic search/SEO, SEM & paid search, copywriting, content creation, graphic design, photography, videography, brand guideline development, creative direction, creative briefs, agency management, and general marketing and business strategy consulting. Brands: Practical Coaching Solutions, ISAA, I AM WHY by Rachel Slawson, Dobby, 10X Athletic

## Experience

### Digital Marketing Manager, Solidus Labs (Mar 2022 - Present)

- Owns all organic social campaigns, paid media, paid search, and paid social campaigns, and community management initiatives in organization, as well as, copywriting for email and landing page campaigns. Between March 2022 and August 2022 grew Twitter following from 6000 to 6200 and LinkedIn following from 1500 to 3000.
- Leads strategy, reporting, optimization for all organic social campaigns, paid media, paid search, and paid social campaigns, as well as SEO for the Solidus Labs and DACOM brands.
- ABX campaigns, including ads, social, email, drip campaigns, executive experiences, and events resulted in 40 MQLs per month in 2022.
- Paid search initiatives resulted in 67,046 sessions in Q2 2022, followed by next greatest sources of website views coming from direct traffic, organic search, and social media.
- 17 out of 63 new deals, totalling approximately \$1.7M in revenue, came from direct traffic, social media, and paid search followed by email nurture and hand-off to sales team in Q2 2022.
- 255 out of 406 new leads (MALs) came from paid search, campaigns, social media, direct traffic, email marketing, organic search initiatives in Q2 2022.
- Writes creative briefs for creative team.

### Digital Marketing Manager, Dineable (Dec 2020 - Mar 2022)

- Oversaw marketing department through 4x growth in revenue from 2020 to 2021.
- Strategized, planned, created, and executed all paid and organic channel initiatives. Paid channels include Google Ads, YouTube Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, Pinterest Ads, and Yelp Ads. Organic channels include Google listing, Yelp, Facebook, LinkedIn, Pinterest, Instagram, Twitter, and TikTok.
- Optimized WordPress SEO titles, slugs, meta descriptions, and page copy; after 1 year of this initiative, Dineable ranks in #1 and #2 positions in Google SERP with 50% of our web traffic and 30% of our revenue coming from organic search engine traffic and growing.
- Key metrics from Google Ads includes: Google Search Ads on average generate 4% clickthrough rate. Google Display Ads at budgets of \$1000 per month generated 1,000,000 impressions in Q4 at a 2% clickthrough rate. Leads from these ads are very engaged, evidenced by our Google Analytics and Hotjar data showing that users look through many product pages and many convert into sales. 10% of our revenue came from Google Ads in 2021.
- Strategized, planned, and executed loyalty campaigns to email listserv containing over 4000 contacts, including segmentation, workflows, drip campaigns, and automations in SendGrid.
- Tracked all campaigns with UTM tracking codes in Google Analytics, and utilized heatmaps, scroll maps, and screen recordings in HotJar to present analytics and reports to stakeholders weekly.
- In first month, worked cross-functionally to complete company rebrand overhaul, including customer research and new brand guidelines.

## **Digital Marketing Specialist, Echo Me Forward** (Nov 2020 - February 2021)

- Strategized, planned, designed, and executed B2B email marketing initiatives using HubSpot to move leads through the sales funnel.
- Oversaw team of 5 writers, edited copy, and published articles for all blog and Medium initiatives.
- Organized and managed team of volunteers for planning 2500+ attendee virtual event, managed messaging, copywriting, and graphic design for event.
- Grew our network of consumers and clients from 1600 to 2500 members using content strategy, content calendar, metrics tracking, guerilla tactics for Slack and our email subscriber list, and organic and paid campaigns.

## **Marketing Account Executive, ThirdEye Gen, Inc** (Aug 2019 - Mar 2020)

- Led company's marketing team through R&D to product launch.
- Oversaw rebranding and marketing initiatives for product launch: developed branding guidelines for all marketing collateral, created system for segmented email campaigns using HubSpot, created system for B2B social media promotions across key channels using HubSpot, and led blog, SEO, and Medium initiatives.
- Led initiative to re-engage 10,000 contacts and dead leads using Excel and HubSpot.
- Implemented system of segmented email campaigns across over 35 industry lists; tracked re-engagement of over 5,000 contacts, average email open rate that went from 9% to 40% in 90 days, and other metrics in HubSpot.
- In first 150 days, new social media, email, and blog campaigns drove traffic to website to increase by 2000%.
- Coordinated team of offshore web and app developers to meet marketing and design specifications.
- Built and managed video production team and studio, including managing agencies and hiring freelancers.

## **Owner & Founder, Bodybuilder Kitchen** (Jan 2017 - Aug 2019)

- #3 meal prep delivery company in Philadelphia according to Yelp.
- Generated revenue of \$8000 per month with 50% profit margin through pre-packaged fresh meal delivery service.
- Oversaw team of 3 kitchen staff members, commercial kitchen, cooking, and delivering of pre-packaged fresh meals.
- Invented and managed offshore engineering team in the design and development of proprietary ERP technology to optimize ordering processes, ingredient lists, and packing outputs.
- Grew listserv 150 client relationships in 2 years with 50% of client list spending \$3600 or more each year.
- Managed invoicing and billing subscription model using Square, Freshbooks, and tested WePay and Stripe for website.
- Detailed bookkeeping and profit-loss statements using Excel.
- Handled ingredients forecasting, ingredient and equipment purchasing/ordering, and delivery systems using proprietary systems in Excel and later in our proprietary ERP model.

**Staff Writer and Editor, The Manual**, Dec 2020 - Apr 2021

**Graphic Designer & Writer, Brown Girl Magazine**, May 2014 - Pres

**Creative Director, Tuline Tulip (Blog)**, May 2015 - Dec 2017

**Owner & Founder, Nutritious Balance**, Jun 2011 - Aug 2019

**Production Manager, Kandice Pelletier Swimwear**, May 2015 - Sep 2016

**Marketing and Operations Associate, Mujus**, Nov 2015 - Nov 2016

## **Education / Certificates**

Digital Marketing Institute, GA4 Essentials, 2022

General Assembly, Digital Marketing, 2021

Type Ed Typography, 2021

General Assembly, Data Analytics, 2020

Google Analytics for Beginners, 2020

Advertising on Facebook, 2020

Drexel University, Bachelor of Science, 2011

## **Fun Facts and Accolades**

Miss Pennsylvania United States 2018

Miss East Coast US Supranational 2015

Former Semi-Pro Triathlete

Featured in Seventeen Magazine, Fox News, The Huffington Post