

Sheena Pradhan

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About *Digital marketer and creative strategist with proven track record of bootstrapping a profitable F&B business, leading marketing/creative/operational projects for 3 fashion brands, leading marketing initiatives for a wearable tech product from R&D through product launch, managing marketing initiatives for a mobile platform, and leading marketing and creative initiatives for a food tech platform looking for creative strategist roles at an ad agency.*

Skills *Digital Marketing Branding Adobe Creative Suite SQL, Excel, Tableau*
Paid Campaigns Graphic Design Reporting & Analytics HTML, CSS

Experience



Digital Marketing Manager, Dineable (Dec 2020 - Present)

- Oversee complete company rebrand overhaul, including conducting qualitative and quantitative customer research and analyzing reports for creation of personas, creation of brand identity, brand voice, brand attributes, mission statement, logo (icon and wordmark), typography, color palette, photography and videography guidelines, and layout guidelines. Designed new branding guidelines book to contain all branding rules and documentation
- Oversee all marketing initiatives through 3x growth QoQ and 5x growth YoY.
- Manage and execute all paid and organic social media and email marketing initiatives. Paid channels include Google Ads, YouTube Ads, Facebook / Instagram Ads, LinkedIn Ads, Pinterest Ads, and Yelp Ads. Organic channels include Google listing, Yelp, Facebook, LinkedIn, Instagram, Twitter, and TikTok
- Manage all creative initiatives and campaigns, including producing, shooting, and editing all product photography and social media photo and video shoots from end-to-end.
- Optimize WordPress SEO titles, slugs, meta descriptions, and page copy increased our rank in Google to #1 for search keywords "virtual catering philadelphia" and to #3 for "virtual catering" within first 30 days of SEO initiative
- Paid and organic social media campaigns from mid-January to mid-February led to a 100% increase in web page sessions, 20% increase in number of contacts within database, and a 10% increase in revenue
- Set up Google Analytics, dashboard, and reporting to analyze and increase add-to-carts, checkouts, abandoned cart rates, and other metrics with a goal of improving KPIs and online sales across the organization
- Streamline online customer journey using wireframes and implementing in WordPress to increase add-to-cards and checkouts, and decrease abandoned cart rates



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 utilizing HubSpot 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 through HubSpot dashboard
- In first 150 days, new social media, email, and blog campaigns drove traffic to website to increase by 2000%
- Oversaw hiring of and managing team of marketing team members (junior staff members, scientific writers, videographers, assistants, interns) and freelance/contract video agencies
- Coordinated team of offshore web and app developers to meet marketing and design specifications
- Built and managed video production team and studio



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

- Managed B2B email marketing initiatives using HubSpot to move leads through the sales funnel
- Managed team of 5 writers for all blog and Medium initiatives
- 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



Owner & Founder, Bodybuilder Kitchen (Jan 2017 - Aug 2019) Meal Prep Delivery Company

- #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
- Managed bookkeeping and profit-loss statements using Excel
- Managed ingredients forecasting, ingredient and equipment purchasing/ordering, and delivery systems using proprietary systems in Excel and later in our proprietary ERP model



Owner & Founder, Nutritious Balance (Jun 2011 - Aug 2019) Nutrition Coaching Company

- #1 nutritionist in Philadelphia according to Yelp after just 1 year of business
- Generate revenue of \$8000 per month through one-on-one nutrition coaching
- Grew listserv to 1000 client relationships within 2 years with 90% of client list producing \$600 or more each year in revenue



Marketing and Operations Associate, Mujus (Nov 2015 - Nov 2016)

- Managed inventory, relationship with warehouses, direct to consumer sales, and B2B sales
- Analyzed sales and revenue data utilizing Shopify
- Managed graphic design initiatives for social media and website



Production Manager, Kandice Pelletier Swimwear (May 2015 - Sep 2016)

- Managed inventory, customer orders, and shipments
- Coordinated relationship and needs between factory and designer



Graphic Designer and Writer, Brown Girl Magazine (Mar 2014 - Sep 2018)

- Highest productivity on team of freelancers
- Writes original copy and content for website

Education / Certificates

Type Ed Typography 2021

General Assembly Data Analytics 2020

Google Analytics for Beginners 2020

LinkedIn Learning Advertising on Facebook 2020

Drexel University

Bachelor of Science 2011

More Experience

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

Freelance projects, self-employed, Mar
2020 - Present

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

Accolades

Miss Pennsylvania US 2018

Miss East Coast US Supranational 2015

Former Semi-Pro Triathlete

*Featured in Seventeen Magazine, Fox
News, The Huffington Post*