

Bhavna G. Sharma

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914-450-6093

Accomplished, senior marketing professional with extensive business-unit management experience encompassing strategic marketing, global business development, qualitative and quantitative research, creative development, media buying and planning, distribution/channel management, lead generation, social and digital platforms (SEO/PPC) strategy design and implementation.

Passionate about teaching and education. Have designed, led, and conducted training seminars in corporate and university settings.

INDUSTRY EXPERIENCE

Downtown Streets Team. San Jose, CA

Marketing Director, April 2022 – Feb 2023

Leading a team of a Communication Manager, a Digital Specialist and a Database Manager to cultivate and grow the donor base of the not for profit organization. Expected increase of 30% in donation vs. LY

- Championing donor nurturing through digital personalization using marketing funnels
- Leading an external team of agency and graphic designers for annual fundraising campaigns
- Managing consistent dissemination of brand voice and mission values across 16 branches
- Designing donor-centric community relevant compelling storytelling to generate empathy and funds
- Developing a digital strategy (donor journey/personas) to engage with younger dis-franchised audiences

Olander Inc., Sunnyvale, CA

Marketing & Communication Director, January 2018 – Feb 2022

Developed marketing and brand management ethos in the organization from scratch. Aligned the sales and business development departments to customer focused lifetime value approach

- Designed brand book, positioning and key messaging encompassing buyers/user's persona research
- Led the organization's first CRM selection and implementation initiative with HubSpot CRM
- Trained and onboarded the entire organization to use the new CRM tool
- Key team lead in launch of the new website, designed the UX and ecommerce capability
- Manage the entire digital marketing initiative (social media, email campaigns, Google PPC, Paid Ads in LinkedIn, Facebook etc.)
- Leading key account management initiative to target marketing initiatives for customers
- Responsible for trade show strategy and execution and ensuing lead management
- Design and execute video content, webinars, PR, and other public outreach instruments promoting the brand on a monthly cadence

Harris Tea Pvt Ltd., Anaheim, CA

Brand Marketing Director, Tea India and Chai Moments, September 2014 – December 2017

Revamped the flagship brands and entire business P & L. Key role in developing team structure, hiring, and training Regional Sales Managers and leading the entire team through inception and growth phase

- Led and developed annual marketing campaigns that resulted in a stellar sales increase
- Spearheaded new media and marketing strategies initiatives with multiple agencies for social, digital platforms, new website construction and e-commerce presence
- Executed trade show activation and demos across North America with a team of brand ambassadors
- Hired and coached three sales managers, contributing to their career and brand growth
- Lead vendor management and rationalization initiative to focus on profitable channel members
- Responsible for gaining distribution in new channels: Walmart, Costco, and Canadian retailers

Reckitt Benckiser Inc., Parsipanny, NJ

Brand Manager – Air Wick March 2004 – August 2006

- Devised and executed defense plan to protect and grow share
- Led cross-functional team to gain back distribution of aerosol business in Wal-Mart
- Conducted pricing analysis and implemented account level strategy to gain new distribution

Beiersdorf Inc., Wilton, CT

Associate Brand Manager - Nivea Body November 2001 – March 2004

- Led global cross functional team, pioneered a product launch from concept to retail
- Developed and implemented new forecasting model for brand

Kraft Foods, Tarrytown, NY

Part time Marketing Assistant, September 2000 - July 2001

- Developed, executed, and managed Gevalia package insert and direct mail campaign
- Led cross-functional team including operations, finance, marketing, customer service and the agency

Toysrus.com, Fort Lee, NJ

Part time Business Analysis Intern, August 2000 - December 2000

Conducted industry analysis of 20 different industries, results used for strategic new business opportunities

Xerox Business (India) Ltd., New Delhi, India

Nominated Account Manager, June 1996-June 1999

- Managed key accounts, Ranked #1 salesperson
- Conducted market research to estimate national document market

Eli Lilly (India) Ltd., New Delhi, India

Senior Territory Manager, September 1993-August 1994

ACADEMIC TEACHING EXPERIENCE

Santa Clara University, Santa Clara, CA

AYAL Fall'2023 till date

- Undergraduate and graduate classes BUS179, MKTG185, MKTG 181, MKTG3734, MKTG3803. Average students evaluations of 4.3
- Project lead for MSIT and Miller Center Social Enterprise collaboration.
- Leading the project to integrate AI into undergraduate and graduate Business Communication class curriculum.

DeAnza College, Cupertino, CA

Adjunct-Lecturer Fall'2021, Spring'2022, Winter'2023

- Advertising Course and Social Media Marketing Course.

DeVry University, Paramus, NJ

Adjunct-Lecturer Spring'09- Fall'2014

- Marketing, Management, Human Resource and E-Commerce courses.

Berkeley College, Paterson, NJ

Adjunct-Lecturer Spring'10- Fall'2014

- Taught various Marketing and Management courses.

William Paterson University, Wayne, NJ

Adjunct-Professor, Spring'05 – Fall'2014

- Taught MIS, Retail Management, Principles of Management, Consumer Behavior and Business Ethics.

Fairleigh Dickinson University, Madison, NJ

Adjunct-Professor, Spring'05 – Fall'06

- Taught Introduction to Management, Marketing Research, Brand Management and Ethics in Business.

Zicklin School of Business, Baruch College, City University of NY, NY

Adjunct-Lecturer Fall'06, Spring'07, Fall'07, Spring'08 and Fall'08

- Taught principles of management course in every semester

EDUCATION

Fordham University, Graduate School of Business, New York, NY

MBA in Marketing, August 2001

- Graduated with 4.0/4.0 CGPA, Dean's List, Beta Gamma Sigma, Alpha Mu Alpha

Management Development Institute, New Delhi, India

MBA in Marketing and Human Resources, Top 10%, June 1996

St. Stephen's College, Delhi University,

BS in Chemistry, Top 10%, April 1993

AWARDS AND PRIZES

- Graduated with 4.0/4.0 CGPA, Dean's List, Beta Gamma Sigma, Alpha Mu Alpha at Fordham Business School
- Gold-Medal for highest GPA in Human Resources at Management Development Institute

