

Sheena Pradhan

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About *Digital marketing manager with track record of bootstrapping a profitable F&B business, leading marketing initiatives for a wearable tech product from R&D through product launch, managing marketing initiatives for a mobile platform, and a food tech platform looking to continue building brands while moving into an ad agency environment.*

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

Experience



Digital Marketing Manager, Dineable (Dec 2020 - Present)

- 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
- Conduct qualitative and quantitative customer research and analyzing reports for creation of personas, brand identity, brand voice, branding guidelines book, and keywords
- Optimize SEO using WordPress page descriptions, keywords, and blog posts
- Paid and organic social media campaigns resulted in clicks to website to increase by 200% in first 60 days



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



Marketing Manager, ThirdEye Gen, Inc (Aug 2019 - Mar 2020)

- Led company's marketing team through R&D to product launch
- Oversee complete rebranding initiative and marketing for product launch: developed branding guidelines for all marketing collateral, created system for segmented email campaigns using Excel and HubSpot, created system for B2B social media promotions across key channels using HubSpot, and led blog, SEO, and Medium initiatives
- Led initiative to organize 10,000 underutilized 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 (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



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



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

- Managed and grew social media following to a total 4000 followers across all platforms and media channels in 6 months
- Planned partnerships and events with brands to generate revenue; usually \$200 to \$400 per partnership



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 (May 2015 - Sep 2016)

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

Education

Google Analytics Academy

Google Analytics for Beginners 2020

General Assembly

Content Marketing 2020

Data Analytics Excel SQL, Tableau 2020

Product Management 2019

LinkedIn Learning

Excel Formulas & Functions, Pivot Tables 2020

SQL 2020

Advertising on Facebook 2020

Code Academy HTML, CSS 2020

Fashion Institute of Technology

Course Audits 2015

Drexel University

Bachelor of Science 2011

Accolades

Miss Pennsylvania US 2018

Miss East Coast US Supranational 2015

Former Semi-Pro Triathlete

Featured in Seventeen Magazine, Fox News, The Huffington Post