

Gayatri Sakhuja

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EDUCATION

NORTHWESTERN UNIVERSITY, Chicago

2017 - 2018

Master of Science in Integrated Marketing Communications

- Coursework: Marketing Strategy, Customer Insights, Market Research, Content Marketing
- Award winning client projects: Unilever, Procter & Gamble, Kelloggs
- Awarded Walter Dill Scott award for excellence in consumer psychology

DELHI UNIVERSITY, New Delhi

2010 - 2014

Bachelor of Arts with Honors in Political Science

EXPERIENCE

RAZORPAY, New Delhi / Bangalore

2020 - 2021

Product Marketing Manager, RazorpayX

Razorpay is a Y-Combinator and Sequoia backed \$3B+ fintech in India, building finance products for businesses

Product Launches

- Led positioning, persona creation & messaging strategy for launch of Tax Payment product that gained 5k+ new users in first quarter
- Built GTM strategy & supported cross-functional execution to upsell new Shopify integration to SMB base, resulting in 15% adoption
- Led sales enablement of SMB sales team for three core products (refunds, vendor payments, tax payments)—created marketing assets, hosted sales trainings, and generated qualified-leads for sales

Collateral Creation:

- Improved sales effectiveness by creating segment-specific collateral, including sales decks, brochures and battlecards for three core products, with over 90% internal asset utilization
- Built how-to-guides & demo videos for new user onboarding by collaborating cross-functionally with content and design teams
- Improved efficacy of email channel by creating new email strategy with revised content, email design, CTAs, and drip sequences, resulting in 5% increase of clicks through rate and 2% increase of email-driven sign ups
- Led information architecture, content strategy, and writing for product landing pages, improving sign-up conversion rate by 10%

Customer Insights:

- Conducted user testing sessions using (virtual) over-the-shoulder testing technique and screen recordings to identify conversion rate optimization (CRO) opportunities through the funnel
- Led persona research initiative, conducting customer interviews to deep dive into needs and pain points, to develop a persona playbook that was used as the standard company-wide

LEO BURNETT, Chicago

2019- 2020

Lead Marketing Strategist for Intel and Samsung

- Led positioning and messaging strategy for Samsung's smart home appliance category, used in national campaigns that drove client's sales uplift and acquisition of new business for the agency
- Developed brand and channel marketing strategy for Intel's new laptop chip through customer research based on surveys, A/B testing, focus groups, shopper journey, ethnographic research, and consumer interviews

GLOBAL CITIZEN, Mumbai

2016-2017

Senior Marketing strategist

- Led celebrity & influencer partnerships & digital advertising efforts resulting in over 1 billion Facebook impressions & 30K Twitter followers in 2 months
- Drove the launch of new tools on the website and platform adoption effort resulting in 500K+ sign-ups within 3-months

REPINDIA AGENCY, New Delhi

2013 - 2015

Marketing Strategist for Burger King and Sephora

- Drove sales uplift for Burger King through content marketing and influencer engagement; achieved 2.8k+ Whopper sales on launch day (highest in a single day)
- Developed social media & content strategy for Sephora India, resulting in gaining 10K+ FB page followers & 4K+ followers on twitter

ADDITIONAL

- Experience using Salesforce, Hubspot, Looker, Google Analytics, Numerator, Simmons, MS Office
- Published 12+ blogs on product marketing and related topics on medium page
- Passionate cook, food blogger and content creator