

Mandar Marathe

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Career Highlights

- 5+ years of strong web technology management & marketing experience including developing, designing, managing and delivering web solutions; managing SEO and analytics campaigns; devising and executing operational strategies
- International team training, nurturing, and global project delivery management
- Marketing minded. InboundMarketing.com certified professional. Social media implementation specialist: Content creation, distribution, analysis, and optimization
- Experience in broad range of industries including Media, Automobile, Electronic Consumer Goods, Hotels, Software Services, Consulting, Food and Beverages, Banking and Finance, Telecommunications, High-tech
- Well-traveled (28 states of America, Singapore, and India) and informed on diverse subjects such as microfinance, government and politics, international cultures, nature, photography, wildlife and sports

Professional Experience

Manager, Internet Solutions

Digitas – Boston, Massachusetts

January 2009 – April 2010

Clients: General Motors, Kraft Foods, Procter & Gamble, International Hotels Group.

Expertise: Atlassian JIRA, Google Analytics, HTML, XML, Microsoft Visio, Java J2EE, InstantInvite Chat Tool, Microsoft SharePoint Server, Scrum and Kanban SDLC

- Global process management: Design training modules and conduct hands-on web based training sessions to educate, cultivate and manage offshore teams based in China and Costa Rica.
- Manage \$1.2 million account for Kraft Foods: Responsible for managing client expectations, gathering business requirements, devising execution plans, allocating resources, and engaging cross functional teams to deliver dynamic marketing content to customer facing Kraft brand sites.
- Oversee design and production of targeted HTML-based email marketing programs for Kraft Foods: Perform quality analysis, email client testing and scheduling of outbound email campaigns.
- Partner with cross-functional agency teams to develop initial concept, define project scope, budgets and timelines as well as to ensure quality and timely development and delivery of projects.
- Solve high severity problem cases providing immediate turn around and prompt resolution to client issues.
- Participate in the identification, evaluation and selection of third party vendors whose services are required for the successful completion of a project.

Senior Analyst, Internet Solutions

Digitas – Boston, Massachusetts

January 2008 –December 2008

Client: General Motors Corporation

Expertise: Atlassian JIRA, Microsoft Visio, Microsoft Office, J2EE architecture design, Eclipse, Scrum and SDLC

- Instrumental in designing architecture and managing development for \$1 million business critical project - 'Vehicle incentives/offers system'.
- Drove digital production, creative needs, search engine optimization and all e-marketing efforts for GMCertified.com. Effectively leveraged offshore team based in Costa Rica to propel site e-marketing efforts.
- Designed architecture and oversaw implementation efforts for multiple systems developed in the consumer targeted dynamic online advertisement arena. Collaborated with DoubleClick (now Google) to design geo targeted advertisements for third party sites such as kbb.com and Edmunds.com

Business Consultant [Cooperative Education]

AT&T - Dallas, Texas

August 2007 – December 2007

- Researched demographics and retail locations to recommend a plan of action focused on increasing AT&T's presence in the local market.
- Performed a competitive market analysis including customer surveys, interviews with property housing managers, retail store managers, and AT&T employees to assess feasibility of product bundling.
- Examined the benefits of changing the product bundle discount structure from a cash-back scheme to a consistent monthly discount.

Manager, Global eCommerce & Business Management [Internship]

Dell - Austin, Texas

May 2007 – August 2007

- Assessed CRM infrastructure and capabilities by accurately collecting, disseminating, and conveying key business competencies to all stakeholders.
- Prepared CRM business initiative concept document by researching and analyzing current and possible future processes, practices, and information in home consumer and small business markets.
- Tracked IT budget for CRM project requests which enabled logical prioritization of prospective business initiatives.

Software Team Lead

Infosys Technologies Ltd. – Pune, India

June 2004 – June 2006

Client: Bank of America

Expertise: J2EE development, Struts framework, Web Services, Rational Rose, Eclipse, IBM WebSphere, JDBC, Oracle, SQL Server, MySQL, HTML, JSP, Java Servlets, XML, Unix, Microsoft Office, Scrum SDLC.

- Developed and implemented software systems to support client operations by analyzing needs, researching business requirements, identifying existing and available technological resources, and recommending viable solutions to ensure data integrity, streamline business processes, and reduce costs associated with online transactions.
- Managed a three-member cross-platform team to implement electronic funds transfer application. Executed project by communicating goals and requirements, delegating tasks, and monitoring project deliverables.
- Led the Technical Training Team and administered a three-day training camp for 20 new hires. Delivered seminars on web development techniques and facilitated learning through practical sessions.
- Customized standard software quality metrics to establish baseline standards for new products. Assessed metric compliance and re-engineered programs. Efforts resulted in 8% reduction of software defects.
- Conducted software configuration management audits to evaluate project compliance. Supplemented findings with strategies to reduce the estimated project delivery time by 15%.

Non Profit Experience

Chief Marketing Officer

30 Dollar Finance (30df.org) – Boston, Massachusetts

October 2009 – Present

Expertise: WordPress & Blogger blog setup, Social Media(Facebook & Twitter campaigns), Google Analytics, Domain management and hosting, HTML, JSP, Google Apps, Google Website Optimizer, Search Engine Optimization.

- Identify long term and immediate goals, business and customer challenges, team manager candidates and potential business partners.
- Formulate marketing operational strategy to increase site traffic and time on site, reduce cost of transactions, convert leads and build loyalty with customers.
- Devise social media campaigns on Facebook, Twitter and Orkut to engage online audience, spread awareness and educate potential customers.
- Setup and motivate global marketing teams to initiate, manage, and nurture corporate and community relationships.
- Collaborate with universities to establish student body chapters, promote 30df.org at student association events and offer social entrepreneurship volunteer opportunities for students.

Education

Master of Business Administration - GPA: 3.70

Texas A&M University, Mays Business School – College Station, Texas

December 2007

- Finalist (5th out of 578 teams) at the National University of Singapore Global Business Case Challenge
- VP Technology, *MBA Association*.
- Graduate Research Assistant, *Department of Management*.

Bachelor of Engineering, Computer Science

Veermata Jijabai Technological Institute - Mumbai, India

June 2004

- Directed design and layout of university magazine, *Nirmaan*.
- Acted as Event Lead for website design contest at national-level technical festival, *Technovanza*.

Diploma, Computer Technology

Bhausahab Vartak Polytechnic - Mumbai, India

May 2001

- Public Relations Officer, *Association of Computer Enthusiasts*.

Technical, Marketing Skills

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| Web | Search Engine Optimization, Google Analytics, Google AdWords (Pay per click campaigns), Google Apps, Google Website Optimizer, Google Checkout, DoubleClick Ad Planner(Audience profiling), WordPress, Blogger, Social media Integration (Facebook Connect, Twitter API), Domain registration, hosting and management; HTML, JSP, Social media widgets, PayPal payment gateway. |
| Operating Systems | Windows, Linux, MAC OS |
| Languages | Java, C/C++, BASIC, XML, XSLT |
| Database | JDBC, Oracle, ODBC, SQL Server |
| IDE | Eclipse, IBM WebSphere |
| SDLC | Agile, Scrum, Iterated waterfall |
| Design/Development Tools | Microsoft Office, Microsoft Project, Microsoft Visio, Rational Rose, VSS, SVN |

Professional Organizations, Interests

- Boston Ad Club, Boston Photography Center.
- Traveling, Photography, Hiking, Cricket, Graphic & Web Designing.
- Indian Institute of Banking and Finance, Indian National Stock Exchange's Certification in Financial Markets.
- Volunteered at Maa-Niketan Girls' Orphanage and raised funds for basic education.