

I am a writer with nine years of experience in B2B content marketing strategy and operations.

SKILLS

Bloggng | SEO | SEM | CRM | Content Strategy | Product Marketing | Agile Project Management

EXPERIENCE

MODUS CREATE (Digital Consulting Firm) - Remote, 2020 - Present

Career growth: Marketing Consultant → Content Marketing Manager

- Created Modus Create's content strategy and introduced an OKR-based publishing process on Jira
- Conceived, planned, and executed an original research report that generated over 500 MQLs
- Rebranded and launched two new consulting engagements
- Launched 20+ case studies by collaborating with brands like Audi, Sephora, Ionic, and Atlassian
- Managed blogging, social, email marketing, and SEO operations
- Wrote thought leadership pieces for the C-suite, including the CEO

TASKWORLD (SaaS) - Bangkok, 2014 - 2020

Career growth: Content Writer → Marketing Manager → General Manager → Head of Operations

- Managed the global operations of Taskworld across five countries
- Created a content marketing strategy that helped double ARR for four consecutive years
- Led localization initiatives to enter new markets – Japan, Korea, Brazil, and France
- Helped create performance appraisal and sales incentive structures
- Spearheaded the creation and launch of Taskworld's business and enterprise pricing options
- Managed customer relationship marketing strategy for 4000 clients

WALT DISNEY WORLD (Theme Park) - Orlando, 2013 - 2014

Career growth: Asian Cultural Rep → Trails and Operations Trainer

- Received the prestigious Disney Service Award for outstanding contribution to Disney's legacy
- Helped launch the Wilderness Explorers attraction at Disney's Animal Kingdom

KNOWLEDGE

Education: University of Delhi (SSCBS) - BBS Finance, JLPT-3 (Japanese)

Tools: Google Ads, Google Analytics, Hootsuite, HubSpot, Intercom, Zendesk, Jira, Confluence, Taskworld, SEMrush, Amplitude, Figma, Premiere Pro, Canva, and G-Suite

Trails & Operations Trainer - 2013 - 2014

"Shiv is a highly creative marketer and manager, with a remarkable ability of staying calm and collected in stressful situations."

- Anri Digholm, COO, Taskworld

"I can say without any doubt that Shiv had a major impact on Taskworld's success."

- Patrick Wings, VP Marketing, Taskworld