

SHIV SHARMA

B2B MARKETING SPECIALIST

Email: shiv14star@gmail.com

Mobile No: +91 8076864790

Birth Date: Feb 8, 1991

LinkedIn: linkedin.com/in/shiv-sharma-cdm/

I am a writer at heart with 6+ years of experience in managing B2B SaaS operations.

SKILLS

Blogging | SEO | SEM | ABM | SaaS Ops | Team Building | Product Management | Growth Marketing

EXPERIENCE

B2B Marketing Consultant - 2020 - Present

After 6 years in Thailand, I decided to move to Delhi and work remotely. I now help B2B startups including Taskworld hone their growth marketing strategy

TASKWORLD - 6 years - Bangkok, Thailand

Head of Global Operations - 2019 - 2020

- Managed the global operations of Taskworld across five countries
- Hired Taskworld's C-level leadership by attracting top industry talent
- Restructured the organization from divisional to a functional one
- Spearheaded Taskworld's GDPR compliance and Privacy Shield initiatives

General Manager - 2018 - 2019

- Managed the operations of Taskworld's Bangkok office (a team of 40)
- Built Taskworld's sales and success teams and doubled the ARR (Annual Recurring Revenue)
- Led projects to build SaaS KPI dashboard, performance appraisal and sales incentive structures
- Created and managed Taskworld's first data science unit

Head of Marketing - 2017 - 2018

- Managed Taskworld's marketing team of 10 people and annual budget of approximately \$1 million
- Tripled MRR from previous year and hit our target of acquiring 4000 customers
- Decreased CPA by 35% and improved website conversion rate by 27%
- Led localization initiatives to enter new markets - Japan, Korea, Brazil, and France
- Worked on creation and launch of Taskworld's Business and Enterprise pricing options.,

Content Manager - 2014 - 2016

- Created content and social strategy for TW blog and built a subscriber list of 3000 readers
- Created automated user engagement messages and improved onboarding completion rate by 10%
- Wrote UX copy for the entire application and created content for user guide including video tutorials

Trails & Operations Trainer - 2013 - 2014

"I see Shiv as a role model. I came to rely on him as a valued confidant and mentor during the time we worked together."

- Peter Griffin (Head of Security, Taskworld)

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

- Patrick Wings (VP of Sales & Marketing at Taskworld)

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Walt Disney World - 1 Year - Orlando, USA

Trails & Operations Trainer- 2013 - 2014

- Trained cultural representatives from SEA and India in the Wilderness Explorers attraction
- Received Disney's Service Award for exceptional service and dedication to Walt Disney's values

The Japan Foundation - 1 year - New Delhi, India

Program Coordinator - 2012 - 2013

- Screened Japanese films and organized performances by Japanese artists across India
- Organized India's largest Akira Kurosawa Film Festival

TOOLS

Google Ads, Google Analytics, Hotjar, Hootsuite, Intercom, Zendesk, Taskworld, Ahrefs, SEMrush, Amplitude, Figma, Invision, Premiere Pro, Canva, G-Suite and Zeplin,

LANGUAGES

Hindi (native), English (fluent), Japanese (intermediate), Punjabi (intermediate), and Thai (basic)

EDUCATION

- Bachelor of Business Studies, Shaheed Sukhdev College of Business Studies (University of Delhi)
- JLPT - 3 (Japanese language) from MOSAI Institute
- Power Writing Certification (British Council)

INTERESTS

I am deeply interested in history, mythology, and evolutionary psychology. I also enjoy doing theater and have performed with the National School of Drama, Bangkok Community Theater, and Walt Disney's STAGE cast club.

BLOG SAMPLES

- [Please, Let's Have Fewer Meetings at Work](#)
- [5 Ways to Future Proof Your Growth Marketing Strategy](#)
- [6 Ways to Sniff Out Fake Agile](#)

Trails & Operations Trainer - 2013 - 2014

"Shiv is a natural leader, astute businessman and an excellent communicator."

- Anri Digholm (COO, Taskworld)

"Shiv has a wonderful personality and his sense of adventure is infectious."

- Jennifer Marsico (Education Manager, Disney's Animal Kingdom)