

Siddhartha Menon

Marketing | Storyteller | Brand Builder

Siddhartha's an experiential marketer with over 19 years of experience in building teams to create customer success, creatively solve problems, be a customer evangelist and create a 'form over function' culture that enables teams to cross pollinate effectively and realize a collective goal.

Contact

Address
Bengaluru, KA, 560005

Phone
709-340-0864

E-mail
sid@cantwealldream.com

LinkedIn
linkedin.com/in/minustheherd

Skills

Detail-oriented	●●●●○ Very Good
Critical thinking	●●●●○ Very Good
MS Office	●●●●● Excellent
Compassion	●●●●● Excellent
Good listening skills	●●●○○ Good
Interpersonal Communication	●●●●● Excellent

Work History

2021-09 -
Current

Event and Community Marketing Leader

- WebEngage, Bangalore, Karnataka*
- Used critical thinking to break down problems, evaluate solutions and make decisions.
 - Oversaw daily operations to ensure high levels of productivity.
 - Conducted research, gathered information from multiple sources and presented results.
 - All event agendas, speaker pointers, outreach communication and content, social media timelines and posts was led by me.
 - Created plans and communicated deadlines to ensure projects were completed on time.
 - Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
 - Resolved conflicts and negotiated mutually beneficial agreements between parties.
 - Eliminated downtime and maximized revenue by providing top project quality control.
 - Collaborated across departments to achieve desired results and build experiences
 - Built and nurtured Event Marketing Team
 - Designed, Developed and Executed Event Marketing Calendar fro 2021 and designed strategy for 2022 - 23
 - Increased MQL by 15%

2021-04 -
Current

Podcaster

The Sab Theek Hai Podcast, Bangalore, Karnataka

Conflict resolution ●●●○○ Good

Teambuilding ●●●●● Excellent

Adaptability ●●●●● Excellent

Planning and Coordination ●●●●● Excellent

Cultural awareness ●●●●○ Very Good

Outstanding community leader ●●●●● Excellent

Marketing and advertising ●●●●● Excellent

Event planning and management ●●●●● Excellent

Sales and marketing understanding ●●●●● Excellent

2021-01 – 2021-09

2019-04 - 2021-03

- Led content strategy and wrote all episodes of the podcast including all promotional content

Consulting Expert - Customer Success

Yourstory, Bangalore, Karnataka

Helping create cultural changes that enable the leadership and the teams involved in customer facing and customer delivery roles to develop a customer first mentality whilst shifting their approach from being reactive to being consultative in their endeavor to create a lasting impact.

Identify and re-engineer the customer roadmap and points of interactions with YS to enhance their ability to conduct business efficiently and deliver high quality experience.

This was enabled by building a 3-point system that based on content alone.

1. Personalization
2. Intent
3. Empathy

Country Account Lead - India & South Asia - IBM

George P Johnson Experiential Marketing, Bangalore, Karnataka

- Created the customer success practice single handedly and built efficiencies and programs that enabled GPJ achieve high success with IBM
- This happens by aligning goals and priorities and driving strategy for both IBM and GPJ by finding a middle ground that enables both businesses to achieve success through careful management of resources, strategy and implementation of CX principles that allow us to drive higher engagement and conversation with stakeholders
 - Work with marketing teams across the board at IBM to build the strategy for enhancing customer experience and creating avenues to generate conversation around IBM services.
- Worked on and built content repository for all experiential activities for IBM India & South Asia,

leading the charge whilst executing campaigns with Ogilvy and Mindshare.

- Built and executed the content strategy and architecture for Think 2020 IBM's flagship event that was held online. Campaign led to an increase in traffic on twitter by 15% and audience growth via the campaign of 20%
- Create, build and monitor all communication with the support of agency partners like Ogilvy and Mindshare.
- Constantly monitor and provide tactical and strategic insight into performance marketing activities being conducted by IBM competition and industry peers - Build a brand narrative in collaboration with IBM communication teams and partner agencies like, and Ogilvy and provide insight into enhancing the narrative through tech and immersive experiences at events and seminars - Business Intelligence support through extensive research on new technology, best practices and industry benchmarks - Help build digital narratives using social tools and enhance the brand share of voice - Provide tactical support during global events to drive audiences - Enhance brand marketing efforts through monitoring and building strategy around the audience acquisition and revenue - Train, recruit and monitor staff performance across the region to ensure the highest quality of service and engagement - Provide support to the CMO office to build best practise cases to showcase on a WW platform - Process support during brand and marketing audits
- 3rd Party event research and recommendations - Perform the role of Brand leader at both IBM and GPJ - Communication and Content support for digital marketing and corporate communication mandates Communications and Strategy Lead.
- Increased PEI (Performance evaluation score)

score in year 1 by 39% and Year 2 by 45%

**2017-03 -
2019-03**

Director - Communication and Strategy

CsDirekt Events and Exhibitions, Gurgaon, Haryana

- Help translate organizational intent into consumable content
- Build overall content strategy for all campaigns for organizations like SAP, Microsoft, Honda, Maruti Suzuki etc.
- Built content architecture, planning schematics and GTM strategy for all agency pitches.
- Led the charge while preparing content for all events across various industries and verticals to ensure maximum engagement and reach.

**2018-02 -
2018-07**

Judge

CrossFit Games

- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.

**2016-10 -
2017-03**

Group Head - Client Services

SALT Experiential Marketing, Gurgaon, Haryana

- To lead and nurture the client services team to provide the very highest levels of client servicing.
- To build strong client relationships at the highest level.
- To help identify and convert new business opportunities Specifically: To lead and manage the client servicing team: regular fortnightly reporting, resource planning (to assign appropriate team members to projects, to resolve issues), appraisals and personal development of the client servicing team (setting and reviewing targets, contributing to remuneration conversations), recruitment of new team members To lead the process to write and execute client development plans for Key Client Relationships (to deliver revenue targets by client) To develop best practice in client servicing and to run regular sessions with the client servicing team to share knowledge and experience To

personally lead one or two Key Client Relationships.

- To seek and develop client development opportunities.
- To contribute to the process to win new business.

**2016-05 -
2016-10**

Sr. Manager - Client Services

CsDirekt Events and Exhibitions, Gurgaon, Haryana

**2015-06 -
2016-04**

Associate Director

Siddhartha Menon, MCI Group

- Manage Team Hyderabad and Office Client Servicing Aligning Projects with organizational expectations and goals Aligning the goals of our clients with the projects, breaking them down into objectives and delivering the project to achieve those.
- Managing & Delivering Projects Assembling Winning Teams Manage project P & L for client and for MCI Managing cash flow for client and for MCI Adding value to the project Creating opportunities to increase project profitability for client and self Managing time and expectations of teams Creating cross functional opportunities for teams and develop capacities Manage procurement for all projects, lead procurement as a strategy to increase overall profitability in the organisation.

**2014-03 -
2015-06**

Senior Project Manager

MCI Group

- (1 year 4 months) Project Management.
- Work and engage effectively with clients, colleagues, directors.
- Project and manage multiple, simultaneous, interdependent initiatives/deliveries across different work- streams in a smooth fashion.
- Work closely with multiple work-stream leads in identifying and managing interdependencies.
- Plan, execute, monitor & control initiatives or projects and take it to successful closure.

- Regularly track and report on health of project to all stakeholders.
- Manage project finance and report using various productivity tools like MS Excel.
- Coordinate and setup meetings within and across work-streams, prepare and distribute meeting minutes, and track and report on action items.
- Perform project resourcing – including booking, leveling, reporting and release.
- Identify, manage and report risks and issues in the project.
- Deal with vendors and contractors for both Client and MCI, if needed.
- Analyse and effectively manage stakeholder expectations.
- Analyse and redefine client's business processes from project delivery perspective.
- Accountable for project deliverables and managing the project team.
- Ensure that the projects adhere to the defined processes for project management.
- Overall - Be aware of the objectives, benefits & success factors of projects and work towards achieving them.

**2013-12 -
2014-03**

Business Manager

- Indiattitude- Professional Conference Organizer(PCO), 4 months) Maintain Profit Center - Manage and maintain the profit centre of the current organisation keeping in mind project costs and targeted profitability.
- Business Development and Client Servicing - Target and service existing clients for repeat business and contribute to overall turnover by generating targeted revenue.
- Siddhartha Menon - page 3 Project Management - Manage and execute all projects by effectively managing resources and operations team.
- Adhere and comply with all timelines set by the organisation and client to ensure 100% customer satisfaction.

- Administration - Maintain and manage all administrative tasks related to managing the team such as approval of leaves, payroll queries etc.
- Training - Manage and maintain training logs and needs for entire team and ensure training is delivered and KRA's are enhanced.
- Need assessment for all training.
- CRM - Maintain and manage the CRM of the organisation with tools like Salesforce and SAP Business By Design Process Planning and Development - Create, Manage and Maintain processes that help in streamlining and developing day to day operations.
- CVENT - Manage and Develop registration processes while aligning with the chief goals and objectives of the client.
- Hiring and Retention - Manage attrition within the organisation by constantly developing skill sets of current employees and team and resolving pertinent issues arising within the team occasionally.
- Identifying recruitment needs and interviewing potential candidates for further employment within the organisation.
- Head - Operations Excellence Indiattitude- Professional Conference Organizer(PCO).

**2011-09 -
2014-01**

Head - Marketing Communications

Indiattitude

- Manage and Maintain a team of 15 individuals.
- Profit Center Head - Manage and formulate strategies to contain costs that reflect in over all performance of the organization.
- Client Servicing - Strategically manage expectations of clients to ensure top notch service delivery.
- Establish systems and processes and drive team and self to embrace it.
- Vendor Management - Ensure cost

competitiveness by managing vendors and costs effectively.

- Manages all program systems and activities to ensure that financial, production and quality expectations are achieved and meet or exceed all client contractual requirements.
- Ensures and conducts call monitoring and data integrity reviews to measure production and quality expectations; provides timely feedback and coaching to ensure performance metrics are being met or exceeded.
- Designs, develops and generates reports, analyzing the data to ensure accuracy and that the content is meeting Client needs.
- Partners with internal departments (e.g., Customer Experience, Learning Solutions & Professional Development) to develop training plans for the team or individuals; assists with program training, including but not limited to assessing training needs, providing refresher training and observing post- training performance to determine if training was successful.
- Develops and maintains a strong partnership with Client representatives and internal business partners.
- Responds and complies with any program investigations, audits, assessments and participates in and adheres to corrective actions.
- Ensures that all administrative forms and reports are completed, including but not limited to payroll, associate time-tracking and attendance.
- Interviewing, hiring, developing and training associates; planning, assigning and directing work; appraising performance; rewarding and disciplining associates; addressing complaints and resolving problems Siddhartha Menon - page 4 Adept at the Use of CVENT to ensure effective registration processes, client reports and accuracy.

2013-12

Indiattitude, Delhi, Delhi

- Design and Develop - Communication strategies for Attitude Brand Management - Manage brand Attitude ensuring branding guidelines are met internally and with external associations Manage Tie Ups - Manage and ensure deliverables for all barter and paid tie ups Create, Manage, Sell and Promote Intellectual property - Know How, Think Glocal, CEO Direct Social Media - Ensure social media presence and updates Marketing Services - Ensuring all deliverables are met for all client marketing activities.

**2005-01 -
2011-09**

Consultant

- Consult Independent Musicians and festivals on adapting best practices to develop fluid markets and achieve sustainable growth.
- Provide guidance to festivals on operations, administration and management - Provide help with tour management and record label mobilization for artists and independent musicians - Provide consultation to International artists on Indian music market scenario and establishing a market in India.
- Provide resources and consultation to International and local artists to be able to tour in India and abroad keeping in mind specific dynamics of each market.
- Provide legal launch platforms for international record labels to be able to create a legal market in India to fight piracy and increase sales.

**2007-01 -
2011-08**

Head Of Business Operations

Rock Street Journal

- Develop and execute marketing plans for all projects for key divisions of RSJ - Magazine - Events - Ensure that the magazine and events function as profit centers - Liason with existing clients for advertising and event related matters - Business development - Ideation for new business plans and execution of the same - Liason with

International and Indian labels for execution of the 'Breaking Boundaries' project.

**2004-08 -
2007-01**

Head of Events

Rock Street Journal

- Planning & Execution of all events - Ensuring tie ups with venues/bands - Ensuring that the events division functions as a key profit center
Siddhartha Menon - page 5 - Liason with clients to ensure all deliverables are met - Pre & Post event reporting - Ideation Event Crew/Stage Management.

**2001-01 -
2005-03**

Rock Street Journal

- Stage and Artist Management Coordination etc.

**2003-01 -
2004-08**

Sr. Executive

Taj Hotels

- (1 year 8 months) Client Relationship Management Catering Sales and Revenue Management Food and Beverage - Menu Planning in accordance with Food costs Interdepartmental communication and management.



Education

**2001-01 -
2003-01**

Bachelor's degree: Hosp

The University of Huddersfield

Hospitality Management Management Science
Marketing Revenue Management Hotel Operations
Food and Beverage Theory and Production
Housekeeping Front Office Research

**2020-01 -
2020-01**

Diploma: Hospitality Management

Institute of Hotel Management - Aurangabad

Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences, Transmedia Storytelling

2018-06 -

Brand To Image: Creating High Impact Campaigns

2018-07

That Tell Brand Stories

Coursera - Online

**2020-04 -
2020-07**

**Social Media And Content Marketing Certification:
Marketing**

Hubspot Academy - Online

**2021-03 -
2021-03**

Certificate: Transmedia Storytelling

University of New South Wales (UNSW) - Online



Accomplishments

- Fastest Growing Office - Hyderabad - MCI Management India Pvt. Given to the office that has contributed to the organizations growth organically and in terms of numbers consistently.
- This award is also given to the office that has consistently managed large projects and managed a number of large projects in one given year.