



Shivangi Sachdeva

E-Mail: x25shivangis@iima.ac.in Mobile: +918860869910 LinkedIn: www.linkedin.com/in/shivangisachdevaa

Summary

Product marketing leader with 5+ years across consumer tech, D2C, and eCommerce. Delivered \$1.2M+ annual revenue, drove 15% AOV uplift, and led 20+ new product launches across India and SEA. Known for building premium category share, platform partnerships, and high-impact GTM strategies. Recognized by McKinsey, HP, and WEF for leadership and innovation.

Professional Experience

Country Marketing Manager | HP Inc. | Gurugram, Haryana

- Managed an \$800K marketing budget across digital media and eRetail merchandising, reallocating spends to high-performing channels to improve full-funnel ROI and maximize campaign efficiency.
- Drove \$1.2M+ in annual eCommerce revenue on Amazon and Flipkart by designing high-conversion bundles that lifted AOV by 15% and improving product page content to achieve a 1% CVR gain above industry benchmarks
- Launched 15+ premium audio & computing SKUs; drove 6% market share growth and 10% ASP uplift via positioning strategy reinforced by influencer campaigns (50M+ views, 90+ Amazon reviews)
- Executed digital marketing for 8+ laptop launches across core to super-premium segments; grew lead gen by 25% via targeted content and platform-specific campaigns
- Collaborated with sales & platform partners to execute 10 high-impact promotions during events like BBD & Prime Day, boosting category sales by 10% YoY
- Revamped catalog experience for 25 underperforming computing SKUs by optimizing keyword strategy, PDP visuals, and shopper flow — driving a 23% uplift in conversion within 6 weeks.
- Promoted in 3 months—youngest in HP India—for leading content strategy across laptops and accessories, directly impacting demand generation and GTM success.

Brand Manager | Leap Scholar | Bengaluru, Karnataka

- Led brand strategy across 4 business lines and a 5-member team, executing digital campaigns across India, UAE, and SEA to drive cross-market growth.
- Reduced CAC by 20% and increased organic reach by 35% by launching targeted influencer collaborations and content-driven discovery campaigns.
- Launched LinkedIn campaign for a student refinance product, generating \$400K revenue with just 1.5% ad spend via precision targeting.
- Drove 22K+ logins in 2 months in the UAE market by localizing messaging and media using regional insights and behavioral triggers.
- Conceptualized and released Leap's first industry outlook report, earning 45M+ impressions and 300+ media features across top-tier national platforms.

Key Account Manager | Bombay Shaving Company | Delhi

- Grew women's razor market share by 20% through digital campaigns, targeted messaging, and product storytelling
- Led 5 influencer campaigns generating 10M+ views; increased organic followers by 20% across Instagram and YouTube
- Executed 20+ email campaigns with improved A/B testing; raised open rates from 0.2% to 2.1%
- Increased Myntra revenue by 60% in 2 quarters through better pricing, listing quality, and platform-specific promotions
- Launched CRED as a new sales channel; generated ₹1M revenue within 30 days of launch
- Improved listing content and inventory health through coordination with supply chain and design teams

Junior Communications Consultant | Weber Shandwick | Gurugram, Haryana

- Created communication strategies for aviation clients and executed 20+ event campaigns across all social media platforms
- Drove Amazon India's PR campaign, securing 370+ media clips and 2Mn+ impressions by engaging 200+ media reps and influencers

Education

Bachelor's in Commerce (Honors) – *Jesus and Mary College, University of Delhi* | India

Accomplishments

- Awarded Shining Star of the Quarter (Q4 2024) for exemplary performance in improving audio accessory sales and growing market share on e-commerce platforms
- Invited as a guest lecturer on breaking into marketing careers for early professionals at Digiaccel Institute in 2024
- Achieved the quickest promotion in HP Inc India's history within three months of joining, based on outstanding performance (Q1 2024)
- Selected as Next Generation Women Leader (APAC) by McKinsey & Company (2023) for professional excellence
- Selected by the World Economic Forum as a Global Shaper in 2021 for demonstrated leadership and social impact

- Won Best Integrated Campaign for Amazon Festive Home (2019) from among 50+ global entries at Weber Shandwick

Certifications

Product Marketing Foundations, LinkedIn

Advance Product Marketing Foundations, LinkedIn

SaaS Fundamentals, NextStop

Extra-Curriculars

- Selected as part of the PGPX Profile Committee to shape incoming cohort profiles and contribute to the program's branding
- Member of Media and Marketing Cell, PGPX
- Led the official quizzing society of Jesus and Mary College (2016–17), organizing intra- and inter-college quiz events