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[Portfolio Website](#) 

*'Handle them carefully, for words have more power than atom bombs'
– Pearl Strachan Hurd*

PERSONAL INFORMATION

Citizenship – US Citizen

OBJECTIVE

To apply my exceptional skills in branding, marketing, sales, business development, storytelling, content generation and management in a new and challenging role in areas of Healthcare, Technology and SaaS marketing. Combined experience of over 10 years in marketing, Content Writing, branding, sales and business development in healthcare, security and investigations and high-end technology products.

EXPERIENCE

Intent Solutions Group – is a global provider of software and R&D consultancy services for Medium to Large organizations in the US. Using proven software development methods like Agile, DevOps, Value Stream Mapping and Quality Assurance it supports companies looking to hire specialized expertise or blended teams. Mostly required marketing services in the areas of B2B and SaaS marketing side.

I am currently tasked with building the whole marketing team, process and operations from ground up. Currently covering all aspects of Digital, Content, Inbound and ABM for the company.

Senior Marketing and Communications Manager December 2020 - Present

- Conducted trials and tests of marketing channels such as paid acquisition, social media, and fresh content creation.
- Reviewed staff written content and edited them for clarity and brevity.
- Successful Employer Branding and talent marketing efforts for the staff augmentation side of the company's revenue stream.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Used Adobe Suite for creation of content, photo manipulation and publication design.
- Drafted blogs, insight pieces, communications plan, press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions.
- Identified appropriate marketing channels and target customers for campaigns.

- Wrote engaging and successful marketing, advertising, and website copy.
- Developed campaigns and specific marketing strategies for clients.
- Completed in-depth reviews of market conditions and customer preferences for engineering services and R& D consultancy company.
- Establishing the whole marketing effort in this company as the first hire of the marketing leadership team.
- Excessive focus on digital marketing methods and practices including webinars and social media live streams to engage target audience using tools like GotoWebinar and Zoom.
- Successful identification of target customers through ABM and targeted and re-targeted marketing efforts leading to conversions for the company, thereby helping improve business outcomes, accelerate highest possible ROI for the company.

Brainwave Science, Inc.- The company is the inventor and developer of a revolutionary iCognitive® technology that has revolutionized the national security and law enforcement investigations area. Decades of research in the field of P300 – neuroscience and four patents led to the development of this product. I had a unique opportunity to collaborate with scholars, neuroscience experts as well as renowned security experts in this role.

Director of Branding and Marketing – March 2013 – November 2020

- Developed and successfully implemented joint go-to-market (GTM) marketing strategy, technology product branding (SaaS marketing) with the partnerships at a global level. Demonstrated proven creativity in problem solving, dynamic and unconventional thinking and quick adaptation to new technical areas. Innovative methods in market penetration and launch impact devised.
- Managed multiple marketing/advertising programs, including integrated campaign management Managed budget and vendor relationships; build strong network of agency partners
- Monitored and analyzed performance overall against lead targets and other marketing goals and make continual recommendations for optimization
- Developed and executed against short and long-term campaign roadmaps and strategies
- Strong leader who invests deeply in my team and developed strong relationships with diverse groups of people, partners, strategic relationships at a global level
- Understood complexities of the B2B and B2C space and navigated a matrixed organization across multiple lines of organization
- Creative, high energy, innovative, proactive, and resourceful
- Applied my creative project management skills to successfully execute integrated marketing campaigns along with my team to work more efficiently and remain productive
- Utilization of digital marketing tools such as webinars, Ted-talks, social media live streams and online demonstrations and other channels to build brand awareness.
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.

- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.

Achievements: Successfully launched a new brand for the company at a global level, registered the trademark, managed the whole marketing, PR, Advertising effort for this launch. Web traffic and followers on social media, Digital marketing conversion rates doubled.

Government Works, Inc. – The company is a healthcare technology solutions provider for Payer and served huge insurance companies including United Healthcare and Blue Cross Blue Shield along with active government contracts under the GSA schedules, company hosted the data of all Medicare Members in the US. Actively worked in areas of ACO, Providers, Physician Groups and state government employee's health care systems.

Content Marketing Manager – March 2010 – February 2013

Executed several successful marketing campaigns along with management of marketing budgets. Produced customer-focused product marketing materials that effectively communicated the product benefits and capabilities. Projects included (but not limited to) web content, product guides, brochures, blogs, social media posts, press releases, and video scripts.

- Ongoing campaign optimizations: including ad, landing page testing and, execution and analysis of A/B tests
- Work with the cross-functional marketing team to design, launch, and optimize digital marketing campaigns (Including PPC, social, email, and events)
- Collaborate with cross-functional teams, including Marketing Operations, Business Development, Channel Marketing, Sales teams.
- Developed various types of marketing content including brochures, banners, presentations, case studies, white papers, etc.
- Lead creation of programs and testing/optimizing using our marketing automation platform
- Designs and drive ongoing multi-channel and multi-touch inbound marketing and lead nurturing campaigns that feed the funnel
- Managed internal and external resources to successfully deliver marketing initiatives on time and on budget.
- Ensured all online content follows SEO best practices and partner with the web team to maximize page views and conversions
- Report results of marketing content and campaign effectiveness to Global Marketing Team and Product Management twice a year.
- Reported results of marketing content and campaign effectiveness to Global Marketing Team and Product Management twice a year.

Achievements: Recruited and managed a team of 4 individuals and was promoted to a higher role in the company within 6 months of employment. Marketing content was so exceptional during my time that I was promoted to oversee the Proposal Management team as well.

MARKETING SKILLS – HubSpot, Marketo, Zoho, MailChimp, GotoWebinar, B2B, B2C, Corporate Communications, Content marketing, Adobe Creative, Salesforce, Leadership, Zoom, Healthcare, WordPress, Animaker, Canva, Paralegal, Brand Strategy and Management, Marketing campaigns, SaaS marketing, Social Media, SEO/SEM marketing, Digital Marketing, Facebook, YouTube, LinkedIn, Twitter, Instagram

EDUCATION

1. November 2020 – Jan 2021

Professional Certification / Harvard University, USA Major: Leadership Principles/Business Management

Harvard Business School Online – Leadership Principles, Grade A.

2. July 2020 - September 2020

Professional Certification / Cornell University, USA Major: Brand Management
100% score in Executive certification in **Brand Management at Cornell University**

3. July 2009 – December 2009

Professional Certification / Boston University, USA Major: Paralegal Studies

Top 1% score in professional certification course for **Paralegal Studies at Professional Education and Studies Program.**

4. May 1995 – June 2000

Master of Arts (M.A.) / Maharaja Sayajirao University, India Major - English Literature and Journalism (Honors)

GPA 3.8/4.0, Graduated top of the class, Gold Medalist

Other Certifications: **HubSpot Academy – Inbound Marketing 2021**