

# Abirami Souvaminadane

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## INTEGRATED MARKETING MANAGER | DATA DRIVEN PRODUCT AND GROWTH STRATEGIST

Engineering trained marketer with experience turning customer insights and quantitative data into product narratives, positioning, and GTM strategy for AI and B2B technology products. Comfortable owning a product story end to end, partnering with engineering, sales, and leadership to define strategy, build content, and support launches. Brings a mix of engineering education, hands on marketing and business development experience.

### KEY SKILLS

**Marketing and Strategy:** GTM planning • Product roadmap alignment • Positioning and messaging • Market research and segmentation • Customer insights • Sales enablement content • Launch and post launch optimization • Competitive and pricing analysis • KPI dashboards • Cohort and funnel analysis • Forecasting and revenue modeling • Experimentation and A/B testing

**Execution and Collaboration:** Cross functional leadership, stakeholder communication, creative brief development, UX and UI collaboration, vendor management, project and campaign management, budget and resource tracking, executive presentation

**Tools & Analytics:** Advanced Excel • Python • HTML and CSS • SQL • Tableau • Google Analytics • LinkedIn Ads • HubSpot • Apollo • CrunchBase • Figma • LucidCharts • Notion • Canva • Adobe Suites • Predictive analytics

### PROFESSIONAL EXPERIENCE

#### Business Development Manager | InESS Solutions

Feb 2025 - Present

- Owned end to end project lifecycle from POC to production for a custom AI interview and test prep solution, delivering ahead of schedule and reducing implementation cost by about 20% through tight scope, timeline, and risk management while building a client specific marketing strategy plan and sales enablement assets
- Built product positioning and messaging frameworks from SWOT, perceptual mapping, and competitive analysis, improving leadership alignment and increasing decision speed on roadmap and go to market choices by about 10%
- Conducted market, financial, and customer analysis across 6 key customers to identify pain points and opportunities, presenting insights invoking product roadmap discussions, pricing conversations, and positioning decisions
- Redesigned internal org structure, workflows, and communication cadences for marketing and GTM teams, cutting operational inefficiencies by about 20% and freeing capacity for higher impact product marketing and launch work
- Partnered with legal to secure IP on 3 innovations and a logo trademark, giving future campaigns defensible product and brand stories and strengthening differentiation

#### Business Analyst | InESS Solutions

Aug 2022 - Aug 2023

- Led a cross functional marketing campaign, mapping process flow, coordinating 2 SMEs per technical team, maintaining a central asset log, and overseeing content creation, publishing, and follow ups, with performance tracked on Excel and Tableau KPI dashboards to refine messaging and strategy, driving a 30% lift in conversion
- Won 2 new enterprise clients and \$1M in projected revenue by designing data driven proposal decks and leading executive pitch meetings that connected product capabilities to measurable business outcomes
- Reduced process steps by 12% by mapping the customer journey, simplifying UX in supply chain tools, and improving in app education by creating user manuals for 3 tools

#### Marketing Intern | InESS Solutions

Jan 2022 - Jul 2022

- Supported integrated campaigns that improved customer engagement by producing targeted 15+ marketing assets across social, email, and sales collateral based on audience after performing competitor analysis
- Led a website redesign with a two person engineering team that drove a 300% increase in brand recognition by applying UX principles and modern, search friendly content strategy to clarify positioning and user flows

### SELECTED PROJECTS

**Sustainable Fashion Marketing Blog:** Analyzed sustainable fashion as a growth opportunity and turned research into segmentation, targeting, and positioning recommendations to show how brands can make sustainability credible and profitable

**RuPaul's Drag Race Case Presentation:** Acted as a consultant for ViacomCBS, using STP, perceptual mapping, SWOT, and decision matrices to build segment positioning, 4P strategies, and content plans for brand differentiation and audience growth

### EDUCATION

**MS in Engineering Management**, University of Massachusetts Amherst

GPA: 3.9/4.0

**BTech in Computer Science and Engineering**, PES University, Bangalore, India

GPA: 3.3/4.0