

SHUCHI MEHTA

San Carlos, CA

shuchi00@gmail.com | 510-676-9943 | <https://www.linkedin.com/in/shuchimehta/>

A product Marketing leader with a passion to strategically leverage data and create innovative experiences that maximize value for the customers and grow businesses. Work featured in NPR, HuffPost, NBC, and 20+ other publications.

PROFESSIONAL EXPERIENCE

Facebook, Menlo Park, CA

2018 March - 2019 July

Marketing Manager SMB

- Utilized deep understanding of products to devise strategic advertising solutions for SMBs.
- Crafted a sales strategy targeting conversation commerce advertisers; Packaged key Facebook advertising products delivering efficient, effective advertising solutions; Globally scaled the program leading to millions in incremental revenue.
- Identified the root cause of adoption decline for a significant revenue-generating product in our 3-tier sales programs (Facebook Pixel); Developed a solution with 24 cross-functional teams, led the go-to-market and launched it globally across six content surfaces, leading to considerable incremental revenue and a superior experience for advertisers.
- Unlocked a multi-million-dollar opportunity catering to a large segment of advertisers who were being served a sub-optimal sales solution (for Mobile-first customers). For this collaborated with multiple cross-functional global teams to develop, launch, and scale the program (2 regions and various languages).
- Led a cross-team effort to streamline production and maintenance of hundreds of thousands of sales content objects (CMS) and gained numerous hours and efficiency for teams across the Org.
- Led a small team to develop personalized Facebook advertising solution recommendations (Personalized Marketing Plan) based on the customers business goals. Collaborated with teams of designers, web developers, engineers, operations, data scientists and delivered a simple creative solution to millions of advertisers served in 32 languages.

Curious Monkey, Belmont, CA

2014 January - 2018 February

Co-Founder

- Bootstrapped an independent children's media company with over 110% funding.
- The company was featured in NPR, HuffPost, NBC, and 20+ publications.
- Award-winning author of a bestselling book ranking 823 in over 8M titles on Amazon.
- Led product strategy for digital (web, iOS) and physical products, including the creation of the original characters with industry experts from Pixar. Collaborated with engineers, animators, UX/UI designers.
- Product Managed development, GTM of iOS interactive App for kids. The App was featured as Editors choice by industry experts.
- Launched a multi-channel Go-To-Market strategy with minimum budget. It led to 2M+ impressions & 10K customers.
- Extended strategic partnership with Amazon, Saavan; Led crowdfunding project on Kickstarter-achieved 110% funding.

Citrus Lane, Mountain View, CA

2012 March - 2014 January

Consumer Product Marketing Lead

- Optimized a multi-million-dollar budget for customer acquisition via Facebook ads. A 27% LTV success for a leading subscription-box service acquired by Care.com

- Directed & managed agencies and a fast-paced ad cycle. Streamlined the conversion funnel by running A/B tests on landing pages. Ultimately, reduced cost per acquisition for subscription business by 26%.
- Led a cross-functional series of integrated marketing campaigns to drive LTV. The projects included: launching seasonal web stores and a set of personalized direct response campaign. The efforts led to increased LTV by 27%

Bebe Stores, Brisbane, CA

2007 October - 2010 February

Integrated Marketing Manager

- Instrumental in growing bebe online business-a luxury clothing brand. It led to over 100% profit increase.
- Spearheaded strategic lifecycle marketing for over 1M customers utilizing the RFM method. Enhanced LTV by 27%
- Led integrated omnichannel global marketing campaigns that increased traffic to web & stores by 56%. Web sales up by 120%

ADDITIONAL RELEVANT EXPERIENCE

Macys West, San Francisco, CA

Planner, Women's Designer Shoes

EDUCATION

NMIMS, Mumbai, India

Masters of Business Administration, Marketing

Miranda House/Delhi University, Delhi, India

Bachelor of Arts, Math/Economics/Statistics