

PRIYA SACHDEVA

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SKILLS:

Proficient in **Smartsheet, JIRA, Confluence, Trello, MS Office, MS Powerpoint, MS Project, and G-Suite (all Google docs)**, and very quickly adaptable to other common PM tools

WORK EXPERIENCE:

Firewood Marketing, San Francisco, CA

March 2017-Present

Associate Marketing Director

- Primary client liaison to YouTube Customer Marketing team
- Strategize and write comprehensive creative briefs to communicate project requirements to creative and copywriting teams as point of contact for execution; also guide creative team to deliver distinctive creative
- Measure and report on program results; draw conclusions and learnings from data to make next step recommendations
- Develop key marketing assets. Examples may be landing pages to showcase case studies or advertising themes, tutorial videos to help advertisers understand different aspects of your client's advertising
- Serve as YouTube Customer Marketing partner with Firewood Creative on marketing projects and communication ensuring client's project needs are met, providing strategic marketing recommendations on client goals and metrics.
- Collaborate and strategize on creative briefs and recommendations for the client, and communicate project requirements to Firewood Creative acting as a point of contact for execution.
- Partner with Firewood Studio Leads and provide guided creative direction
- Collaborate and provide input on various marketing assets to support client's needs (e.g. marketing one-pagers, detailed organizational spreadsheets, in-depth research presentations, detailed product recommendations).
- Identify core value added opportunities to help support the client's overall, strategic objectives for their business.

GSN Games (Sony TV/Direct TV), San Francisco, CA

March 2016 – March 2017

Project Manager (Product Marketing)

- Project manager and key planner for (2) go-to-market mobile game app launches for skills and casino mobile games
- Responsible for the project lifecycle from concept development through completion, ensuring timely solutions are delivered within budget, and in accordance with the project requirements
- Own & maintain detailed, project plans consisting of multiple cross-functional projects (areas include: App Branding, Partner Marketing, Public Relations, User Acquisition, Analytics, Social Media, CRM & Player Services)
- Primary liaison between internal Marketing & Technical teams & creative agency
- Responsible for agency onboarding, daily communication, and asset management using JIRA & Confluence
- Drive weekly cross-functional, planning meetings and provide in-depth notes, action items & future risks
- Cultivate ongoing, strong relationships with creative persons, account teams, technical leads, and development teams and maintaining face of the brand
- Responsible for onboarding all cross-functional teams to **Smartsheet**, and maintain all sheet project roll-up to track project health

GOOGLE, INC., Mountain View, CA

September 2015 – March 2016

Programs Project Manager (Retail Marketing)

- Project manager for (3) global marketing programs: Android Retail Program, Google Shop & Google Services
- Own and manage global, comprehensive timelines for program initiatives with other PM counterparts (2D/3D design, creative producers, and program leads)
- Drive weekly regional (APAC & EMEA) program meeting agendas, action items and next steps
- Manage regional weekly report out on status of programs
- Drive budget management and timelines for retail marketing program deliverables
- Create and implement a consistent format of project manager tools for programs

- Manager of Retail Lab tours and all Lab our communication including: prepping briefs, debriefs, and general follow-ups
 - Create & manage internal tool and resources for Retail Lab
 - Co-lead for ongoing Retail Lab revamp by updating content and materials for Lab tours
- Completed additional research assignment on project management, tracking and process tools (**Smartsheet, JIRA, Google docs**)

SEPHORA CORPORATE (HQ), San Francisco, CA

September 2012 – August 2015

Project Manager (Brand Marketing)

- Activate and manage individual components of marketing campaigns across all digital channels including website, mobile, email, and social platforms, integrating with print, direct mail, in-store marketing and collateral
- Identify areas of brand awareness and foster brand consistency across all channels to improve overall marketing program effectiveness
- Create and publish comprehensive schedules and sets interim milestone meetings, integrating traditional and digital media touch-points in the process
- Proactively monitor progress to achieve deadlines and results; identifies risks and manages mitigation
- Fosters partnerships with Marketing, Creative, Digital and Visual Merchandising teams by actively communicating requirements, deliverables, timelines and budget status throughout program lifecycles
- Partners upstream w/ strategic partners in Marketing/Digital Marketing to communicate strategic milestones and provide executional considerations for strategy and content briefs
- Partner laterally with Creative and Production to communicate project schedules and milestones
- Monitor and advocate adherence to process; identifies means to integrate and improve efficiency between marketing and digital marketing teams
- Track program health; have a tactical understanding of program lifecycles and efficiencies
- Manage day-to-day tasks of program execution and cross-functional communication
- Track programs to budget; has a good understanding of budget and any co-op funding; facilitate conversation between Creative, Marketing and producer if/when costs impact design &/or budget
- Programs Initiatives include: *In-store & client retail programs (fixtures); Beauty Insider (loyalty program); special product or trending launches, and pioneer in-store programs across all categories*
- Trained to proficiency in **Smartsheet** for project management

URBAN DECAY COSMETICS, Newport Beach, CA

Jan 2011-September 2012

Retail Marketing & Project Manager

- Concept creative product and event-driven collateral for domestic and international retailers (posters, postcards, face charts, stage backdrops, and custom promotional items. Retailers include Sephora, *Ulta, Macy's, Sephora.com, Macy's.com, Ulta.com, Beauty.com, HauteLook, Sephora Inside JC Penny, Shopper's Drug Mart, Sephora EU, Sephora ION, Debenhams, & House of Fraser*
- Work closely with the VP of Marketing & Creative Services, Designers, Copywriters, Retail Accounts & Director of Education to efficiently move projects through the creative process, communicate status, schedules and challenges back to departments
- Brainstorm and concept online campaigns for weekly website updates with the Marketing and Web Design team.
- Foster brand and design direction focus to Web Design for weekly email blasts and website updates
- Update and deliver seasonal retail copy, web assets, assortments, and product images for the major Retail accounts.
- Conceptualize and aid in brand and marketing initiatives for new country launches with Country Managers
- Launch and develop Beauty Education & Sales Training programs with VP Marketing & Creative Services
- Act as the primary liaison between the Retail Accounts Managers, Marketing, and Design team
- Serve as a brand ambassador within the department by ensuring creative projects align with the brand
- Streamline cohesion between domestic and international product naming with the brand
- Coordinate project updates at weekly meetings for Marketing, Design team, and Retail Accounts
- Oversee over \$300,000 per year of marketing and branding collateral

CISCO SYSTEMS, Irvine, CA

July 2007- January 2011

Product Marketing Specialist (Cisco Consumer Products)

- Key go-to person for all internal product related content imperative for retail sales accounts/brand marketing teams
- Author and creator of internal product informational resource tool for both Americas and International teams

- Increase ease of use and retrieval of information for sales teams by 75% using the tool and daily informational updates (according to results from a survey given to sales)
- Contribute to 23% annual growth in sales revenue thru supporting teams with vital content/information for retail and channel accounts
- Assist Brand Marketing teams in consumer and competitive research

Consumer Insights Coordinator (Consumer Business Group)

- Manage the *Cisco- Linksys Beta Program* (Consumer Research program for Cisco Consumer Business Group)
- Write tasks, surveys, and other feedback elements to initiate consumer feedback on products
- Engage on a daily basis with consumers in regards to product feedback matters
- Compile research reports summarizing consumer research assisting product marketing and engineering teams assisting in product planning and scheduling

Project Marketing Specialist (Small Business Technology Group)

- Compose and edited product marketing collateral, hard and soft copy product content for small business products
- Generate product usage scenarios implemented in hard-copy collateral used for retail account education contributing to an increase in retail account revenue of 25%
- Moderate high level cross-functional meetings for small business Irvine-campus product, marketing and sales teams

EDUCATION:

Masters, Business Administration, Emphasis in Marketing

Graziadio School of Business and Management Pepperdine University (2008-2011)

B.A., Political Science, Minor in Marketing Management

University of California, Irvine (2003-2007)

International Study Abroad Program

Cambridge University, Pembroke College (2005)

EDITORIAL CONTRIBUTIONS:

Scarlett Magazine – Men's Style Editor (scarlett.com)

Pri Fixe – Personal Fashion Blog (prifixe.blogspot.com)