

Preeya Prasad

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EMPLOYMENT BRANDING EXPERT | DIGITAL MARKETING PROFESSIONAL | STORYTELLER

Experienced branding and marketing professional with over a decade of experience pioneering strategies and programs that have produced **5x higher engagement** rates and **10x higher visibility**, resulting in **20% increase in lead gen and web traffic**.

SELECT ACCOMPLISHMENTS

- Chief strategist of GE's pilot employment branding strategy from engaging them on social media to attracting top candidates and keeping them warm in the pipeline, which resulted in **25% increase in candidates in the pipeline**
- Built inaugural Facebook and Twitter profiles for GE's employment branding
- Created first ever integrated social media and influencer marketing recruitment strategy for Ascent, resulting in **10% increase in qualified candidates**
- Revamped and rebranded entire career site for Covisint from the ground up, resulting in the highest amount of web traffic in the history of the company
- Established an internal customer success program that ensured that customer feedback was gathered and implemented for Epylon, resulting in a **10% increase in quarterly sales**

SUMMARY OF SKILLS

- (2017-present) Generated organic blog and social media content that resulted in a **13% increase in Twitter followers** and engagement and **7% increase in traffic to Facebook page** for Sparkpost
- (2015-2017) Nurtured relationships with key influencers and partners within the IoT community, such as Cisco and EMC for Covisint to boost brand awareness
- (2015) Analyzed over 10,000 tweets per day to determine patterns of derogatory content, which was used to improve Twitter's algorithm that protects users
- (2012-2014) Conceived and executed targeted social media campaigns aimed at candidate's skills sets which resulted in an increase in hires by 50%
- (2006-present) Created 5-10 daily high-quality compelling and engaging pieces of content for social media and blog posts as a part of top funnel strategies for recruitment and sales

EMPLOYMENT HISTORY

SPARKPOST, San Francisco, CA

2017-Present

Social Media Manager (Content Marketing)

- Conceptualized a comprehensive content strategy for social media that furthers customer acquisition, product education, events, and sales enablement
- Formed employment-branding strategy "Find Your Spark" to highlight life at SparkPost in order to increase engagement and attract external talent

COVISINT, San Francisco, CA

2015-2017

Employment Branding

- Served as the voice for employee life, gathering insights from employees and sharing them on social media

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TWITTER, San Francisco, CA

2015

User Experience (Contract)

- Analyzed over 10,000 tweets per day to determine patterns of derogatory content, which was used to improve Twitter's algorithm that protects users

GENERAL ELECTRIC (GE DIGITAL), San Ramon, CA

2012-2014

Employment Branding

- Publicized GE's Predix Platform as a leader in IoT, which led to a **50% boost in shares and likes** and **increased followers by 10%** for all social channels (Facebook, LinkedIn and Twitter.)

ASCENT, Walnut Creek, CA

2011-2012

Sourcer

- Conceived first ever social media recruitment strategy, resulting in a 10% increase in qualified candidates

EPYLON, Lafayette, CA

2006-2011

Customer Marketing Manager

- Created a product positioning strategy framework that included competitor analysis, market research, identifying market influencers, and customer feedback **which led to a 10% increase in quarterly sales**
- **Improved customer satisfaction by 25%** by equipping sales and customer success with buyer personas and content for onboarding and trainings

SOCIAL MEDIA PROFICIENCY

- | | | |
|-------------|-------------|-----------|
| • Facebook | • Snapchat | • YouTube |
| • Twitter | • Linked In | • Tumblr |
| • Instagram | • Hootsuite | |

EDUCATION

Bachelors of Science, Psychology, Saint Mary's College of California, Moraga, CA 2007. **Psychology Research:** Cultural Studies, Developmental and Adolescent Research

TECHNICAL AND LANGUAGE SKILLS

Adobe Creative Suite, SPSS, Microsoft Office, Marketo, Salesforce

Fluent in Hindi, Conversational in French and Spanish

BLOGS

[Meet Preeya: Our New Social Media Manager](#)

[Find Your Spark in 2018](#)

[What Sparked Our Start: The Design Story Behind Our Flame Logo](#)