

# WENISH STANICA PEERIS

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## SUMMARY

Results-oriented marketing professional with a proven track record of driving brand growth, executing strategic campaigns, and optimizing marketing operations. Seeking the role of **Marketing/Brand Manager** to leverage 10+ years of experience in corporate and B2B marketing to enhance brand positioning and overall marketing efficiency. Passionate about developing innovative strategies and fostering cross-functional collaboration to achieve measurable business outcomes.

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## EXPERIENCE

**Asst. Corporate Marketing Manager**, 04/2019 - Current

**Aspire Systems** - Chennai, India

- Led the development and execution of multi-channel B2B marketing campaigns, achieving a 35% increase in MQLs.
- Designed and implemented account-based marketing (ABM) strategies targeting enterprise clients
- Optimized marketing automation workflows, reducing lead response time by 30% and increasing email open rates by 20%.
- Managed within marketing budget, ensuring alignment with organizational goals and delivering a 25% ROI on campaigns.
- Defined and executed a comprehensive B2B brand strategy that increased brand awareness by 40% in target industries.
- Oversaw the rebranding of the company, including logo redesign, website overhaul, and updated marketing collateral, resulting in a 30% increase in customer engagement.
- Conducted market research, thought leadership content and customer interviews to identify trends and insights, driving brand innovation and differentiation.
- Designed and implemented social media strategies tailored to B2B audiences, increasing lead generation by 40%.
- Grew LinkedIn follower base by 60% and engagement rates by 25% through targeted content and thought leadership posts.
- Conducted competitive analysis and audience insights to refine content strategy, leading to a 20% boost in brand sentiment.
- Crafted and scheduled content across LinkedIn, Twitter, and industry forums, increasing website traffic by 35%.
- Improved SEO rankings by integrating keyword-optimized blog posts and videos into social campaigns.

**Business Presentation Specialist**, 08/2016 - 01/2019

**McKinsey** - CHENNAI, India

- During my time at McKinsey, my work revolved around creating impactful and polished PowerPoint presentations.
- My role involved everything from formatting, aligning, and designing slides to ensure they conveyed key insights effectively.
- I collaborated closely with clients, understanding their needs, and delivering high-quality presentations within strict deadlines, a core focus of the McKinsey culture.



## CONTACT

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## SKILLS

- B2B Social Media Strategy
- Content Creation & Curation
- Paid Social Advertising (LinkedIn)
- Analytics & Performance Metrics
- Marketing Automation & CRM Tools (Hubspot)
- Brand Strategy & Positioning
- Market Research & Competitive Analysis
- Digital & Content Marketing
- Cross-Functional Team Leadership
- B2B Marketing Strategy
- Account-Based Marketing (ABM)
- Marketing Automation (HubSpot)
- Digital & Content Marketing
- Analytics & Performance Optimization
- Event Marketing
- Social Media Strategy
- Marketing Communications
- Campaign Management
- Communications strategies
- Strategic communications
- Creative team collaboration
- Marketing leadership
- Deadline-oriented

- Created visual aids, such as charts and graphs, to present data in a clear and concise manner.
- I had the privilege of working with some of the industry's biggest clients, ensuring their presentations were not only visually compelling but also aligned with their strategic goals.
- Every project demanded a high level of precision and creativity, which helped me sharpen my attention to detail and ability to work efficiently under pressure.
- Timely delivery and maintaining McKinsey's high standards were non-negotiable, and it was a challenge I embraced with every assignment.

#### **Assistant Producer**, 05/2014 - 01/2015

##### **UFX Media** - Chennai, India

- As an Assistant Producer at UFX Media, I worked on a diverse range of shows, each offering unique insights into entertainment, food, and culture.
- Decode: I was responsible for producing this music-based show, where each episode featured the Top 10 songs curated around a specific theme. From selecting tracks to shaping the flow of the episode, I played a key role in making each show exciting and engaging.
- Foodbowl: A show dedicated to exploring the food delicacies across Chennai. We covered everything from trending dishes to iconic, decades-old restaurants, spotlighting the city's rich culinary scene.
- Famebook: A fun and lively series of celebrity interviews, where I helped produce engaging conversations that gave viewers a closer look at their favorite stars.
- UFX Magazine: I also contributed to UFX Magazine by covering major events happening across Chennai, reporting on everything from entertainment to cultural showcases, and capturing the pulse of the city.
- Each of these experiences sharpened my production skills and gave me a deeper appreciation for storytelling through various media formats.

#### **Event Coordinator**, 12/2013 - 12/2014

##### **VMedia** - Chennai, India

- As part of a work contract for the SICA Awards held in Malaysia, I played a crucial role in managing logistics and the celebrity agenda. My responsibilities included:
- Handling Visa logistics: I coordinated the collection of celebrity passports, ensuring they were sent to the embassy for the visa process, and safely returned to the celebrities once approved.
- Planning celebrity itineraries: I created detailed 3-day agendas for each celebrity attending the event, covering everything from their stay arrangements to their event schedules and return plans to India. This required meticulous planning and coordination to ensure a seamless experience for the stars.
- This role allowed me to manage high-profile tasks under tight timelines, ensuring the event ran smoothly and efficiently.

#### **Assistant Producer**, 05/2013 - 12/2013

##### **Jaya Television** - Chennai, India

- Organized and coordinated daily production activities, ensuring all tasks were completed efficiently.
- Assisted in the development of creative concepts for promotional campaigns.
- Supervised junior staff members throughout the entire production process.
- Provided feedback on creative elements of projects when requested by producers or clients.
- Cultivated fun, inclusive and professional studio culture.

- Content Strategy
- Marketing expertise
- Brand Messaging
- Design understanding
- Team Development
- Strategic leadership
- Core Marketing
- Corporate Marketing
- Thought Leadership content
- Content Writer
- SEO Writer

## EDUCATION AND TRAINING

PG, Advanced Digital Marketing And Communications , 06/2024

**MICA| The School of Ideas** - Ahmedabad, India

- With a specialization in Branding and Communications



## ACCOMPLISHMENTS

Mitti - Short FilmMitti - Short Film

- As the assistant director for the short film Mitti, I played a pivotal role in bringing the story to life. I was responsible for translating the dialogues from Tamil to Hindi, which was essential in ensuring the film's message resonated authentically with the target audience. Beyond translation, I also had the unique opportunity to contribute creatively by naming the film. Selecting the title Mitti, meaning "soil," was a meaningful decision that reflects the film's themes of unity and shared heritage between India and Pakistan.
- Role Star Award on Nov 2019 - Role Star - This is in regards with the conversation we had earlier in regards to the role star award for Stanica Peeris. I would like to recommend her for the award for her dedication, hard work and amazing sense of creativity. On many occasions I have found her working on the weekends to finish certain projects and is also doing an excellent job with the Banking Vertical Social Media which has not only increased our social media followers since the time she took over as the admin but also has generated some quality leads. Some of her mention worthy contributions in recent times include: 1. The Neobank presentation she created for Suresh's and Alex's speech at Middle East Banking Summit which got much appreciated by the client. 2. Her remarkable social media skills, and 3. Her awesome creativity in regards to creating presentations, videos and infographics Above all I have found her to be an fantastic team player and extremely dedicated to her work.

## LANGUAGES

**English:** First Language

<b>Hindi:</b>	C2	<b>Tamil:</b>	A1
			
Proficient (C2)		Beginner (A1)	

## DECLARATION

Thank you for considering my application. I am excited about the possibility of contributing to your team and am available to discuss how my experience aligns with your needs. I hereby declare that the information provided above is true and correct to the best of my knowledge and belief

Thanks & Regards,  
Stanica