



Swathi Yella-josyula

Solutions Marketing Specialist looking for a full time Product Marketing role in the U.K.

Manchester, UK

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Languages

English

About

A self-directed solutions marketing professional with over 8 years of cross-functional expertise in developing value-centric product messaging and enablement initiatives for presales organizations. Strong experience with leading effective teams that have been a catalyst for accelerating strategic customer opportunities and have contributed to key deal closures across the globe. Multi-functional champion with a deep understanding of the product, marketing, and presales landscape. Experienced at owning and driving GTM goals, strategy, market analysis and product launch activities.

BRANDS WORKED WITH



Experience



● Intern

Finboot | Aug 2023 - Oct 2023

Engaged on the product marketing team in the creation of an interactive 'Product Tour' for onboarding new users and designed compelling customer testimonials to demonstrate value to potential customers.



● MBA Consultant

Booths | Jul 2023 - Aug 2023

Worked on developing an omni-channel marketing strategy that optimizes the use of existing online channels while minimizing marketing spend and improving customer experience.

● MBA Consultant

Lancaster City Council (Lancaster BID) | Apr 2023 - May 2023

Proposed the implementation of an IoT based digital transformation plan to promote Lancaster as a 'digital hub' while improving safety, increasing footfall, and optimizing traffic in the City's Commercial District.



● Senior Program Specialist- Customer Excellence

AVEVA Group plc | Apr 2021 - Sep 2022

Spearheaded the development of Presales solution marketing strategy and enablement practices in EMEA and Americas through the creation of competitive product messaging, solution marketing and sales enablement collaterals for the sales organization. Managed a team of 5 individuals.

Conducted industry research and competitor analysis for 50+ clients to assess market trends and create highly targeted messaging materials for engagement across the B2B Sales cycle

Led the initiative of developing 70+ solution and industry-oriented blueprint documents that were leveraged in Presales opportunities globally

Piloted the development and branding of 400+ customer success references

Organized global sales enablement programs for 500+ members of the presales and technical sales community to develop deeper knowledge of AVEVA's portfolio and value-based selling framework

Promoted from Program Specialist to Senior Program Specialist



● Global Customer Excellence Content Engineer

TIBCO Software | Sep 2019 - Apr 2021

Managed the development of value-centric product messaging and solution as well as product marketing materials for sales opportunity development in the EMEA region.

Developed 90+ value-based, competitive collateral across multiple vertical industry focus areas such as smart cities, CPG, retail, transportation, and manufacturing

Produced critical sales collateral such as sales presentations, webinars, vertical sales plays, competitive battle cards and solution demos

Worked cross-functionally to define and develop comprehensive go-to-market plans



● Associate Solutions Consultant

TIBCO Software | Oct 2018 - Jul 2019

Worked with the technical sales teams in competitive product positioning of TIBCO's value propositions in various cross-sell and up-sell opportunities. Performed Market/Competitor research to inform and enhance vertical/horizontal solution development & chart out GTM strategy for new solution offerings.

Published industry-focused whitepapers for Oil & Gas and Manufacturing in the Data Management domain

Delivered customer enablement webinars on new solution offerings such as the Cricket World Cup Predictor, and Football World Cup Predictor

Strategizing & coordinating online marketing campaigns for C-Suite engagement



● Communications Intern

Bharatiya Janata Party | Sep 2018 - Oct 2018

Analysed Constituency data and polling information to create and improve election communication strategy for a national leader. Created engaging content for various media platforms, coordinated communications with the PM's & several National Leaders' offices and created a 40-page manifesto booklet for publication titled 'Report to People'.



● Marketing Intern

Indian School of Business | Apr 2017 - Jun 2017

Prepared enablement & testing material for Prime Minister's Digital literacy programme. Coordinated with academia in writing case briefs & project research proposals. Authored content for practitioner journals.



● Fellow

Teach For India | May 2016 - Apr 2018

Performed curriculum mapping & instructional design development for low-income, public schools in India. Created and administered robust enablement plans and learning material based on global best practices. Designed methodologies to integrate digital tools in classroom for personalizing instruction and improving digital literacy.

Mentored 15 fellows and provided them with feedback on their instructional design projects

Helped achieve student academic growth in the top quartile in every unit amongst the teams in the city chapter

Organized a charity fundraiser for the students raising funds of 50000 INR required for the set-up of a library in the school



● Associate – Product Content and Enablement Development

Thomson Reuters | Apr 2014 - May 2016

Developed and maintained product enablement and technical training documentation for the company's tax and accounting products. Analyzed highly complex functional and technical specifications to create best practice documentation.

Created comprehensive end user guides and product documentation for 4 Tax and Accounting and technology products

Liaised with the core marketing team to lead the strategizing and execution of marketing campaigns with an average daily reach of 60,000 customers

Delivered internal webinars to new recruits on global documentation standards and technical research



- **Communications Intern**

Tata Projects Limited | Dec 2013 - Mar 2014

Assisted in execution of Skill Development Program for under skilled youth and gained firsthand experience in managing community service campaign programs and handling in & outbound communications.

Education & Training

- **Lancaster University Management School**

MBA,

2022 - 2023

- **Lancaster University Management School**

Master of Business Administration,

2012 - 2014

- **St. Francis College for Women (Osmania University)**

Masters in Mass Communications,

2009 - 2012

- **St. Francis College for Women (Osmania University)**

Bachelors with Triple Majors (History, Literature,,