

Vinodkumar Sridhar

Dublin | +353833368418 | [vinodkumar.sridhar@gmail.com](mailto:vinodkumar.sridhar@gmail.com) | [LinkedIn](#)

---

## Professional Summary

Product Marketing Specialist with over six years of experience in managing product lifecycles, crafting go-to-market strategies, and developing compelling product messaging across retail and technology sectors. Proven ability to conduct market research, analyze performance metrics, and execute data-driven strategies that drive business growth. Experienced in cross-functional collaboration, sales enablement, and customer engagement, with a passion for delivering innovative solutions that resonate with diverse audiences.

---

## Work Experience

### Assistant Product Marketing Manager

Harvey Norman, Dublin | May 2024 – Present

- Spearhead product lifecycle management for computer-related products, from development to launch, while analyzing market trends and customer insights to inform product strategies.
- Create clear, targeted messaging and marketing campaigns that highlight unique value propositions, driving product adoption and revenue growth.
- Partner with global brands (e.g., Microsoft) and 18 store stakeholders to coordinate product launches and develop integrated marketing plans.
- Lead annual training events, equipping retail teams with in-depth product knowledge and delivering sessions in collaboration with top brands.
- Develop high-quality marketing collateral, including sales decks, case studies, and product presentations, to support sales enablement.
- Track performance metrics and campaign outcomes, using data insights to refine marketing strategies and ensure alignment with business goals.

## **Retail Coordinator**

**Harvey Norman, Dublin** | June 2021 – April 2024

- Managed end-to-end execution of marketing campaigns, aligning product messaging with market needs and brand guidelines.
- Conducted market research and competitor analysis to uncover opportunities, resulting in increased share of business (SOB) for key product categories.
- Collaborated with cross-functional teams to optimize in-store and online product experiences, ensuring seamless customer journeys.
- Presented actionable insights to senior management, driving strategic decisions and operational improvements.
- Played a pivotal role in product launch initiatives, coordinating promotions and ensuring alignment across retail and marketing teams.

## **Sales Staff**

**Harvey Norman, Dublin** | January 2019 – June 2021

- Exceeded sales targets consistently through tailored product recommendations and customer relationship management.
- Provided valuable insights into customer preferences and behavior, contributing to the refinement of marketing strategies.
- Assisted in inventory management and product display optimization, enhancing customer experiences and operational efficiency.

## **Asian Market Experience**

**Various Companies, India & Dubai** | May 2011 – August 2018

- Led branding efforts for large-scale projects, including launching over 175 hospitals in India, and developing brand identities for products in international markets.
- Executed integrated marketing campaigns that boosted brand visibility and increased market share, including introducing customizable footwear that grew market presence by 30%.
- Managed digital marketing strategies, enhancing engagement and visibility across multiple social media platforms.
- Conducted market analysis and spearheaded the introduction of new product lines in Dubai and Sri Lanka, expanding the organization's global footprint.

## Education

### MSc in Marketing

Dublin Business School, Ireland | 2019

### Bachelor's in Management Information Systems

University of Madras, India | 2007

---

## Skills

**Product Marketing & Positioning:** Crafting tailored messaging and go-to-market strategies to drive adoption.

**Market Research & Analysis:** Identifying customer needs, trends, and competitive insights to shape strategies.

**Campaign Development:** Planning and executing integrated campaigns across online and offline channels.

**Sales Enablement:** Creating training materials, sales tools, and collateral to support sales teams.

**Data-Driven Decision Making:** Using KPIs and analytics to refine marketing strategies and measure success.

**Cross-Functional Collaboration:** Working with product, sales, and marketing teams to ensure seamless execution.

**Technical Proficiency:** Microsoft Office Suite, Canva (Basic), and Project Management tools.

---

## Languages

**English:** Fluent

**Malayalam & Hindi:** Fluent

**Tamil:** Limited working proficiency