

NATASHA GOMES

PRODUCT MARKETING MANAGER & CORPORATE COMMUNICATIONS LIAISON | B2B, B2C, SAAS

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PERSONAL PROFILE

10+ years of experience in Marketing and Communications with expertise in corporate and leadership communications, product marketing, employer branding, content writing, brand management, and events.

CONTACT INFORMATION

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HIGHLIGHTED SKILLS

- **Product marketing:** GTM strategy, category creation, branding, positioning & messaging, marketing campaigns (B2B/B2C/SaaS)
- **Revenue & growth:** pipeline creation, lead generation, MRR growth, DA improvement via SEO
- **Corporate communications:** brand messaging, leadership comms, internal & external comms
- **Brand management:** stakeholder perception, employer branding, global brand partnerships
- **Content marketing:** blog articles, whitepapers, case studies, newsletters, reports
- **Media & PR:** press releases, interviews, articles, C-level media training
- **Social media:** strategy, content creation & management (20+ platforms)
- **Event management:** internal & external event organisation, end-to-end execution
- **Art direction:** design, photography & videography
- **Tools:** Google Analytics, SEMRush, HubSpot, Canva, WordPress, Wix
- Excellent communication & leadership skills
- Ability to evolve quickly in new roles
- Fast learner | Strong work ethic | Proactive

WORK HISTORY

Product Marketing & Communications Manager (SaaS)

PROMPTCLOUD

2022 – PRESENT

- Executed category creation and full GTM strategy for 42Signals — a SaaS product — spanning branding, positioning, messaging, and multi-channel marketing campaigns.
- Grew 42Signals' website Domain Authority from 18 to 28 through a targeted SEO and content strategy.
- Built a quality inbound lead pipeline from the ground up, scaling product revenue from \$0 to \$12K MRR.
- Brought in global enterprise and big-brand clients through strategic marketing, partnerships, and referral channel development.
- Established and managed engaging internal communication channels — including an internal magazine, AMA sessions, two-way communication channels, and an internal blog.
- Curated compelling narratives for diverse audiences through blog articles, whitepapers, case studies, newsletters, and reports.
- Served as a core member (team of 4) of the Internal Communications taskforce, assessing and developing a holistic comms. system.
- Spearheaded end-to-end planning of company meetups and external events, ensuring seamless execution.
- Developed employer branding campaigns and messaging to ensure a consistent image across all channels.

Associate Marketing, Communications & PR Manager

EMIRATES GROUP | EMIRATES AIRLINES

2020 – 2021

Key Achievements

- Promoted in 3 months to manage a team of 4 marketing members.
- Co-organised one of the largest global aviation security events for 700+ international delegates.
- Increased social media followers by **260%** organically in a year.
- Solely managed all content for the group-wide magazine read by 15,000+ employees.

Digital Marketing, Communications & PR Executive

ENGINEERING CONTRACTING COMPANY (ECC) GROUP

2017 – 2020

Key Achievements

- Created a company website in 4 days with no prior experience.
- Drafted award nominations for employees and companies, winning 4 awards.
- Created a group-wide internal newspaper for 9,000+ employees.
- Increased social media followers by **458%** organically in 3 years.
- Social media head solely managing 20 platforms across 7 companies under ECC Group — strategy, content creation and posting.
- PR head solely managing complete media presence for 7 companies — press releases, articles, interview responses, media training for C-level executives, and journalist relations.
- Developed strategic communications and corporate/marketing content for internal & external use: presentations, brochures, memos, and reports.
- Organised and coordinated events for over 1,300 employees.

EDUCATION

St. Joseph Engineering College

*B.E in Electronics and Communication,
2015*

- Maintained a 68% aggregate.
- Editor of the college and department magazine.
- Hosted, managed and participated in multiple extra-curricular events.

CERTIFICATIONS

The Strategy of Content Marketing

University of California, Davis, 2022

The Online Marketing Fundamentals

Google, 2017

- Designed and executed multi-channel marketing strategies and managed all marketing materials (digital & print).
- Developed employee engagement activities and CSR programs.

Social Media Executive

ENVIGOR HEALTHCARE SOLUTIONS

2016 – 2017

- Directed and coordinated marketing activities to promote products and services.
- Created and executed social media strategies across all channels to promote brand awareness and grow client base.
- Created internet marketing activities to acquire and retain clients through email campaigns, affiliate marketing, and social media.
- Wrote and posted content for the company blog and updated digital media with timely content daily.

Business Development & Marketing Executive

GREEN PLANET VENTURES

2015 – 2016

- Targeted offline and online consumers through a comprehensive marketing strategy.
- Developed new business opportunities by communicating, educating, and showcasing the product to leading national corporations.
- Developed a customer base of 300 accounts.