

Meherdeep Singh Macker

Sports Marketing Professional

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Professional Experience

RoundGlass Wellbeing

Marketing Associate

May 2020 – November 2023

- Social Media Management: Increase followership by 100% and engagement by 150% through curated and visually appealing content. Utilize analytics tools to optimize strategies.
- Branding and Collateral Management: Maintain consistent brand identity across stadium branding, social media templates, kits, brochures, and merchandise.
- Marketing Strategy: Develop and execute annual marketing plan to attract and retain fans, leveraging market trends and innovative campaigns.
- Sponsorships & Partnerships: Cultivated and sustained robust connections with athletes, support staff, scouts, managers, sports teams, and various stakeholders, successfully securing new endorsement deals and partnerships across diverse sports.
- Content Creation: Transform team stories into engaging movies, collaborating with videographers and designers.
- Marketing and Pitch Decks: Create persuasive presentations to secure partnerships, sponsors, and investors.
- Email Marketing: Execute targeted campaigns to drive ticket sales and merchandise promotion, utilizing segmentation and automation tools.
- Reporting and Insights: Generate comprehensive reports, analyze data, and draw valuable insights for future strategies.
- Website Management: Maintain website content, optimize user experience, and enhance online visibility through SEO strategies.
- Cross-functional Collaboration: Coordinate with sales, events, and PR teams to align marketing efforts and drive cohesive brand messaging.

Canara HSBC Oriental Bank of Commerce Life Insurance

Marketing Technology Manager

December 2019 – April 2020

- Served as the super-user and custodian for all digital assets of the company, ensuring their proper management and utilization.
- Successfully implemented various Adobe Experience Cloud tools, such as Adobe Campaign, Adobe Analytics, and Adobe Target, to enhance marketing capabilities.
- Advocated for the organization's marketing technology strategy and actively contributed to discussions on the future of marketing technology.
- Collaborated with the IT department and vendors to ensure seamless day-to-day operations and resolve any technical issues.
- Fostered cross-functional cooperation to enhance customer-facing solutions, driving digital and brand growth.

Wunderman International

Senior Lead Analyst

July 2019 – December 2019

Lead Analyst

October 2016 – June 2019

Digital Asset Management & Email Marketing Operations for GSK & ViiV Healthcare

- Responsible for the overall strategy, implementation of the Digital Asset Management system for GlaxoSmithKline (GSK) on the Adobe Experience Manager.

- Responsible for driving the delivery of global and market-specific assets to appropriate markets within specified timelines.
- Assisting in the development of Asset Management workflows and automation.
- Developing and maintaining a fluent meta-tag vocabulary for easy and consistent search and delivery.
- Creating holistic dashboards every month with key metrics to present to the GSK's Content Management team.
- Responsible for the execution of Email Campaigns for ViiV Healthcare and GlaxoSmithKline (GSK) using Adobe Campaign.
- Responsibility includes working with marketing managers, creating send lists, creating email HTMLs, QA of emails and landing pages, creating simple and complex workflows (including AB testing and automation), sending proofs and final emails, ensuring accurate attribution/tracking, testing and deployment.
- Responsible for coordinating with stakeholders from other 3rd party vendors to ensure that all send lists, web pages and tokenized links are prepared in a timely manner.
- Worked with the Marketing Operations Manager and other key stakeholders on the development of new processes and procedures to ensure email quality, successful delivery, and click-ability.

Corporate Executive Board (CEB)

Digital Content Associate
Digital Content Intern

December 2013 – November 2015
August 2013 – December 2013

- Responsible for managing CEB's member-facing digital assets that include over 70 member-facing web sites and apps.
- Worked with multiple key senior stakeholders across the globe as project owner, and managed expectations to deliver on high impact client projects on a regular basis.
- Identified key web related member challenges and provided solutions related to web content and UX/UI through client exchanges and interactions.
- Experience with Adobe Creative Cloud products like Dreamweaver and Photoshop as well as content management systems like Interwoven and Adobe CQ5.

Tata Consultancy Services

Intern

June 2012 - July 2012

- Worked on automating test codes for Cisco's ASR5000 using iTCL.

Education

Course/Examination	Institute/University	Year of Passing
Bachelor's in technology - Electronics & Communications	Guru Tegh Bahadur Institute of Technology, Guru Gobind Singh Indraprastha University	2013
Senior Secondary Examination - Class XII	Birla Vidya Niketan, CBSE	2009
Higher Secondary Examination - Class X	Birla Vidya Niketan, CBSE	2007

Accomplishments

- Awarded the CEB EPIQ award for Quality Excellence in Q1-2014.
- Awarded the Wunderman's Most Promising Newcomer award for H2-2016.
- Awarded Wunderman's Gold Performer for Q1-2018, Q3-2018 & Q1-2019