

RADHIKA RAO

SENIOR MARKETING EXECUTIVE | DRIVING IMPACT ACROSS MARKETS, MEDIA, AND MINDSETS

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PROFILE

I'm a marketing leader who brings structure to complexity—whether inside a global organization navigating regulatory and stakeholder challenges, or as the founder of a retail brand responsible for everything from sourcing to storytelling. I've shaped strategy across regions and product lines, built and retained resilient teams, and partnered closely with sales, product, and operations to drive sustainable growth. What ties it all together is how I think: long-term, system-first, and grounded in how customers actually experience a business.

PROFESSIONAL EXPERIENCE

Head of Global Marketing, Senior Vice President, GARP, Jersey City January 2020 — July 2025

- Tripled revenue from global marketing investment by executing targeted campaigns, optimizing regional strategy, and aligning with evolving upskilling trends—reporting directly to the CMO and later the CEO to ensure enterprise-wide impact across professional audiences and channels.
- Structured a global marketing function and led product launches to drive global positioning, market readiness, and cross-regional rollout; developed region-specific strategies for the U.S., India, and EMEA, managing a multi-million-dollar portfolio across brand, digital, content, and demand generation.
- Expanded China presence through localized campaigns on WeChat, Baidu, Douyin, Xiaohongshu, and WSCN driving a 40% increase in engagement and an 8% conversion by aligning content with regionally relevant themes and local news cycles, while ensuring compliance with platform regulations and content audits.
- Led digital transformation across web and media, doubling traffic and boosting conversions through SEO and UX optimization; launched data-driven CTV campaigns and introduced AI-based persona modeling to enhance targeting across CRM, firmographic, and behavioral data.
- Oversaw editorial strategy on AI, climate risk, and financial topics; implemented a gated content model to grow subscriptions and institutional membership.
- Collaborated with the global events lead to repurpose high-value webinar and panel content using GenAI—producing article, social and email assets to extend campaign shelf life, deepen engagement, and increase return visitor retention.
- Managed full-cycle relationships with two agencies in North America, one in EMEA, and two in Asia overseeing creative, media, and analytics strategy across regions. Led partnerships with Google, LinkedIn, Meta, Reddit, and other platforms as appropriate to optimize campaign architecture and attribution based on market and audience needs.
- Maintained high team retention by investing in development and providing flexibility through organizational change.
- Delivered board- and CEO-level reporting on brand performance, campaign impact, and marketing's revenue contribution.

Director of Marketing, Moody's Analytics, New York City April 2017 — August 2019

- Led the full integration of Omega Performance into Moody's Analytics following its acquisition—realigning brand positioning, marketing structure, and systems across three offices in the U.S. and Canada.
- Led brand transition post-acquisition—balancing Omega's legacy positioning with Moody's enterprise narrative to retain existing clients while aligning with broader market goals.
- Owned P&L for a product vertical and drove revenue growth through pricing simplification, segmentation, and the restructuring of product-line messaging and digital assets—resulting in a 17% increase in net income.
- Built GDPR- and CASL-compliant email frameworks for a 3M+ contact database, improving engagement rates while reducing regulatory risk.
- Developed lead scoring, performance dashboards, and funnel models—enabling more accurate pipeline forecasting and campaign optimization.

- Drove successful market entry in India, China, and Eastern Europe by localizing value propositions, adapting pricing strategies, and building region-specific partner channels.
- Collaborated with finance and business unit leadership to align marketing budgets, revenue targets, and product priorities supporting annual planning, forecasting, and strategic decisions tied to marketing-led growth.
- Prior to the acquisition, led global marketing at Omega Performance developing competitive pricing strategies, partner channel models, and operational roadmaps for multi-region expansion.

Global Marketing Manager, Omega Performance, Washington, D.C.

July 2014 — December 2016

- Led marketing strategy and execution for credit training solutions across growth markets including India, China, Bangladesh, Hungary, and Greece.
- Developed regional pricing strategies, vendor partnerships, and campaign plans to support market entry and localization.
- Built marketing business cases to support sales strategy, product positioning, and cross-border expansion.
- Introduced structured campaign workflows and project management practices to improve speed and coordination across internal and external teams.

Head of Digital Marketing, Mahindra & Mahindra, Mumbai

October 2011 — December 2013

- Led digital marketing for Mahindra's two-wheeler business, increasing brand awareness by 8% and delivering positive ROI across all digital channels.
- Built and launched product websites, improved customer engagement, and optimized digital media spend through segmentation and performance tracking.
- Designed and implemented Mahindra's first online reputation monitoring system tracking forums, social media, and customer touchpoints; partnered with service teams to streamline escalation workflows and improve response time.

Digital Marketing Manager, Tata Sky (The TATA Group), Mumbai

December 2006 — March 2010

- Managed national digital campaigns and integrated online strategy with TV and offline media to drive subscriber growth and brand leadership.
- Launched Tata Sky's first self-service portal, increasing digital engagement by 40% and accelerating customer adoption of online services.
- Introduced early social media and digital campaigns that gained national recognition and positioned Tata Sky as a category leader in online experience, as validated by third-party brand research.

EDUCATION

Master's Degree in International Relations

Griffith Business School, Brisbane, Australia

Bachelor's Degree in Humanities

Bangalore University – Bangalore, India, Bangalore, India

Diploma in Corporate Social Responsibility

Swedish Institute – Stockholm, Sweden, Stockholm, Sweden

Certificate in Customer Analytics

Wharton (Online)