ARJOYITA ROY

MBA - MARKETING CANDIDATE | CX PROFESSIONAL | ENTERPRISE SUPPORT LEADER

PROFILE

Customer Experience professional looking to break into marketing roles. Passionate about creating compelling messaging and simplifying complex solutions for enterprise customers applying my 8+ years of experience in customer relationship management, enterprise support, and software lifecycle.

My technical background lies in networking, virtualization, security, hyperconverged infrastructure and hybrid-cloud.

My customer experience background lies in being able to message product and solution value drivers with the customer persona in mind.

SKILLS

Product Marketing:

Product Positioning, Messaging, Go-To-Market Strategy, Thought Leadership, Content Development, Market Research, Sales Enablement & Training, Cross-Functional Collaboration, Project Management

Tools:

Salesforce, Tableau, Google Analytics, Canva, MailChimp, SurveyMonkey, Qualtrics, WordPress, Wix.

Technology:

Network Administration & Troubleshooting, Virtualization, Hyperconverged Infrastructure(HCI), Enterprise Storage & Data Services, Security & Authentication, Hybrid Cloud, Docker, Linux,

CERTIFICATIONS

- Google Analytics
- CKA (Pursuing)
- VCP
- Docker Certified Associate
- Nutanix Practice Professional
- Nutanix Support Specialist

CONTACT DETAILS

+1 (408)832-0990
arjoyitaroy@gmail.com

EDUCATION

Northeastern University - D'amore McKim School of Business, Boston, MA
MBA Marketing   2021 - 2023

San Jose State University, SJ, CA
MS Electrical Engineering.   2011 - 2013

WORK EXPERIENCE

Enterprise Support Manager, Nutanix, SJ   Aug '20 - Present

- Leading a cross-functional team of 9 enterprise support engineers to streamline customer support experience by interfacing directly with the customer.
- Collaborating cross-functionally with product management, engineering, sales, and regional support teams to analyze customer requirements and translate them into design specifications.
- Created opportunities for the team to develop technical expertise in alignment with emerging Nutanix technologies to improve core KPIs like NPS by 11% in 1 FY.
- Helped reduce support cases by 15% in 1 FQ by identifying product knowledge gaps and implementing effective sales and customer enablement programs.

Sr. Systems Reliability Engineer, Nutanix, SJ   Mar '17 - Jul '20

- Worked with customers and technology partners(VMWare, Microsoft, Citrix, Dell) to debug and diagnose networking, storage, and virtualization issues.
- Worked cross-functionally with engineering, sales, account, and customer success teams to support critical G2K customers.
- Created and maintained the customer-facing knowledge base and conducted support boot camps.
- Communicated weekly feature updates via email newsletters to the WW support organization.
- Worked with engineering and product teams to improve the product by filing bugs, feature requests, and improvements.
- Presented at the .NEXT conference hosted by Nutanix, Conducted over 2 webinars on Nutanix lifecycle management operation, workflows, and troubleshooting.

Software Test Engineer II, Brocade, SJ   Jul '15 - Feb '17

- Worked on functional verification and testing of enterprise switching/routing products.

Software DevTest Engineer, SonicWall, SJ.   Jul '13 - Jul '15

- Worked on testing software releases during the product development lifecycle.

PROJECTS

Post-pandemic Go-To-Market Strategy for Delta Airlines   Sep '21 - Oct '21

- Developed a GTM plan and a projected income statement for Delta Airlines (MBA coursework)
- Created a positioning strategy using SWOT analysis, BCG matrix, PESTEL, and 4Ps of the marketing mix.
- Collaborated with peers to analyze the macroenvironment, identify target market segments and the company USP using situational analysis.

Customer Segment and Buyer Persona Creation - New Car Launch   Sep '21

- Created an ideal buyer persona and described the buying process for a potential car customer for "Cruisla" to target as a business opportunity based on Cox-Car-Buyer profile and secondary market data from Statistica.

International Market Entry Strategy Creation and Evaluation   Aug '21

- Created an international market entry strategy for Chipotle by identifying and evaluating potential market opportunities.
- Worked with Market Potential Index, World Development Indicators, Ease of doing business, FDI, Confidence and Transparency Index, and Hofstede's dimensions.