SAHAJ VYAS

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Summary

Marketing and partnerships professional with 3+ years driving growth through strategic alliances. Currently pursuing MS in Global Strategic Communication at FIU/Miami Ad School. Proven success managing $11.7M budgets, launching campaigns that engaged 100K+ customers, and exceeding sales targets across diverse sectors.

Work Experience

Manager, Strategic Alliances and Marketing

ICICI Bank
October 2022 - June 2025

- Managed $11.7M partner budget across strategic alliances with MakeMyTrip, Goibibo, Redbus, and AJIO, executing ROI-focused campaigns and coordinating cross-functional teams through end-to-end RFP processes.
- Spearheaded multi-channel marketing campaigns (email, push notifications, WhatsApp, banners) aligned with brand guidelines to maximize visibility and strengthen customer relationships.
- Key Project: iShine (Live Your Passion) : Led marketing for customer engagement event with 100K+ participants. Created integrated campaign (emailers, videos, billboards) and scripted viral post-event video achieving 25M+ views, positioning company as thought leader
- Key ProjectNRI Homecoming: Executed $40K gifting initiative across 17 zones and developed dedicated microsite leveraging local alliances, increasing footfall by 40%. Coordinated webinar with 700+ participants demonstrating consultative selling expertise

Sales Development Representative

Wingify
July 2021 - July 2022

- Received management recognition for consistently achieving targets of generating opportunities and pipeline value for the US region.
- Exceeded sales targets by building and managing $500K+ opportunity pipeline across Retail, Health, Finance sectors.
- Collaborated with Marketing to execute campaigns via LinkedIn, Vidyard, and G2, increasing brand awareness and lead generation.

Education

MS in Global Strategic Communication

Florida International University & Miami Ad School
2023 - Present

PGDM, Marketing

KJ Somaiya Institute of Management
2019 - 2021

B.Tech, Biotechnology

VIT, Vellore
2014 - 2018

Skills

D2C Marketing, Partnership Management, Campaign Strategy, Salesforce/HubSpot, SemRush, LinkedIn Sales Navigator, Zoominfo, Relationship Building, Budget Management