

SHIVDATT PANDYA

Digital Production Manager

✉ pandyashivdatt@gmail.com

in [/shivdatt-pandya](#)




A digital and data devotee - with a demonstrated history of working in the highly regarded digital teams, creating ambitious work with amazing people.

Skills

Product Launch	Web Analytics, A/B testing	Data analytics, Personalisation & A/B testing: Salesforce Marketing Cloud, Google Analytics, Adobe Analytics, Splunk, Adobe Target, Google Webmaster Tools, Moz, Crazy Egg, Litmus CMS: AEM, Episerver, Wordpress, Bolt, Radiant Development & Collaboration tools: HTML, CSS, Photoshop, Adobe XD, Postman API, VS Code (preferred IDE), Git, Bitbucket, Bamboo, Jira, Confluence, Slack, Microsoft 365, G Suite, Asana, Trello
Product Marketing	SEO, Email Marketing	
Campaign Management	Agile Methodologies	
Content Strategy	DevOps, DesignOps	
Stakeholder Management	User Experience	
Customer Experience	Human Centered Design &	
Digital Marketing	Design Thinking	
Global Team Collaboration		

Experience

Digital Production Manager

 Telstra  Sydney  2020 - Current

Team enabler

- Partner with Digitisation program to understand the priorities and communicate with the team.
- Prepare plan and delivery timelines for committed milestones for each quarter.
- Identify the right features or initiatives to be delivered for the team.
- Optimise the team processes for our global team to be more agile and improve's team's velocity.
- Partner with content, design and communications team to keep the platform up to date.
- Creating and maintaining stakeholder-facing delivery schedules.
- Serving as the gatekeeper for all production deliverables: Reviewing work to ensure it's on-brief and providing production with feedback and guidance whenever necessary.
- Working with the production teams to ensure that all tasks and deliverables are created on-time and on-brief.
- Organise product demo.
- Communicate the technical features to non-technical stakeholders.

Digital Producer

 Telstra  Sydney  2017 - 2020




Customer-centric multi-channel notifications experience.

- Developed and delivered standardised customer-centric notification experience (email, SMS and push notifications) to Telstra customers via different business units.
- Established guidelines and best practise for content and multi-channel configurations.
- Working with brand team and creative team to deliver brand guideline for Customer & Small Business, Enterprise and Wholesale business units.
- Develop design and content testing plans in Salesforce Marketing Cloud and AEM for multi-channel notifications to measure effectiveness
- Optimise design and content based on open rate, email clients and rendering engines used by customers.
- Work with stakeholders to create and capture requirements, assessments & design. Provide realistic estimates, ongoing progress updates & complete the work on time.
- Develop design and content testing plans for multi-channel notifications to measure effectiveness.
- Ideate and prioritise development and delivery of new features.
- Develop guidelines for stakeholders for the use of new features.
- We are delivering self-service notifications product to Telstra internal consumers. It provides flexibility to consumers to manage content and configurations.
- Manage support requests during the testing, pre-live and post-live phases.
- Work with the global agile team (UX/UI designers, developers, product owner and scrum master) to manage backlog, plan upcoming sprints and receive the team's feedback to improve the ways of working.

Achievements

- Developed notifications brand guideline for Retail, Enterprise and Wholesale business units.
- Delivered 100+ notifications in the last financial year, contributing to positive NPS trend.
- Optimised consumer engagement and delivery process to reduce the delivery time frame.

Digital Producer

 Virgin Mobile Australia  Sydney  2015 - 2017


Brand & product marketing campaign management.


- Develop and manage the digital execution of promotional strategies, offers and products.
- Work with usability specialists, designers and developers to create and publishing effective online creative campaigns.
- Configure products for eCommerce platform.
- Work collaboratively with the Usability Specialist to ensure all work is in line with best practice usability principals and the usability roadmap.
- Ensure the continual maintenance and optimisation of content, usability and functionality to drive relevance, brand support and sales conversion.
- Using Adobe Analytics, Adobe Target, CrazyEgg, Moz, Google Search Console to optimise the website continually.
- Propose and implement A/B or multi-variant tests to maximise channel opportunity.
- Optimise organic traffic to the website as well improved ranking of the focused landing pages.


Achievements

- Received award for leading and launching new devices and brand campaigns which led to one of the highest performing quarters of the year.
- Successful product launches on the website and e-commerce platform for Apple, Samsung, Sony, HTC, Oppo, Huawei devices.
- Marketing & brand campaign launch and post-launch optimisation to increase customer engagement - ONE B1G GIG, Turned Up Testimonial, Data Gifting, Fair Data, New My Account App.

Website Marketing & Contracts Coordinator

 Captain Cook Cruises

 Sydney

 2012 - 2015

Website content and assets optimisation.

- Create & send email campaigns to subscriber databases.
- Generate reports on marketing campaigns through Google Analytics
- Facilitate special offers in conjunction with online agents & ensure internal staff are informed.
- Setting up & testing new Products/Codes, Pricing & Business Rules in the reservation system and on the website.
- Generate, compile & distribute monthly online statistics for all CCC websites using Google Analytics.
- Provide training to the sales team when new features are available on the website and reservation system
- Accuracy of content and resource availability on 3rd party websites like Viator, Red Balloon, Rezdy

Achievements

- Delivered new website and migrated content across from old website where relevant - Delivered better customer experience, SEO, sales revenue.
- We delivered a new web based booking engine which can be accessed and managed from anywhere with real-time resource management, rule engine for Fare management. Prepared documentation and provided training to stakeholders and reservations staff for a smoother migration across to the new platform.

Education

Graduate Diploma in Professional Accounting (Honours)

Victoria University

Diploma of Business Management

Sydney College of Business & IT