

# SHERYL BAGGA

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## PROFESSIONAL EXPERIENCE

### **ePages GmbH (Hamburg, DE)**

Product Manager: E-Commerce | Mar 2019 - Sept 2020

- Lead product strategy & vision of SaaS E-Commerce platforms including strategic alignment of product development & roadmap prioritization
- Conduct market, ecosystem & competitive assessments, research for whitepapers, product workshops & hackathons
- Build product positioning, adoption & expansion through go-to-market planning and communication toolkits used in client onboarding & training
- Craft product storylines & demos based on customer lifecycle journeys & market segmentation
- Collaborate with Product Owners, Developers, UX, Marketing & Sales to build & communicate the products to life
- Deliver product presentations to C-level & senior management at clients like 1&1 IONOS

### **Rogers Communications - Telecom (Toronto, CA)**

Digital Product Manager: Micro-moments | Dec 2017 - Sept 2018

- Designed digital products & personalized experiences that drove digital channel adoption in critical moments that matter to customers
- Established a framework for identifying key customer micro-moments using design thinking, key consumer attributes, & insights
- Successfully delivered end-to-end product management of digital self-serve solutions by working with IT developers, Analysts & UX

Brand Manager: Customer Experience & Wireless | Oct 2016 - Dec 2017

- Drove digital adoption of 70k new downloads & logins for the Rogers mobile app
- Launched iPhone 8 & Google Pixel 2 through Performance Marketing & CRM tactics acquiring & retaining customers
- Created & amplified support & how-to content in Search, Social, Digital, resulting in ongoing positive customer engagement
- Improved brand perception among customers by driving awareness of customer enhancements through multi-channel campaigns & TV ads
- Developed measurement & reporting structure for deeper customer profiles & audience segmentation

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## **TELUS - Telecom (Toronto, CA)**

Marketing Communications Manager: Digital Media Insights & Strategy | Aug 2015 - Oct 2016

- Overhauled KPIs measurement framework, resulting in an efficient, standardized system of planning, buying, & measuring media & creative for campaigns
- Mined customer insights by leveraging internal & external data in order to inform the marketing communications strategy
- Developed reporting structure & optimization process for consistent & effective campaign analysis pre, during, & post campaigns
- Evolved strategy behind performance social to maximize on daily consumer intent

Marketing Communications Manager: Social Media | Mar 2013 - Jul 2015

- Built annual social media platform & creative content strategy for TELUS channels resulting in 105% increase in content engagement
- Spearheaded Paid social media integration, strategy, best practices & creative
- Social strategy & newsroom lead for notable customer satisfaction campaign. Resulted in 18% lift in message comprehension
- Lead for award-winning Cellphone Courtesy campaign, "Keep It In Your Pants". Won Silver & Bronze, 2013 Media Innovation Awards
- Planned & executed successful social campaigns throughout peak seasons like #HolidayMode (86% positive sentiment & ~4.5M video views) leading share of voice, engagement, & sentiment
- Lead TELUS' social data analytics & listening efforts, implemented advanced reporting structures & tools for social insights & monitoring
- Trained Community Managers to monitor & moderate channels

## **OgilvyOne - Ad Agency (Toronto, CA)**

Social Media Strategist | Apr 2011 - Oct 2012

- Clients: Dove, Ben & Jerry's, Magnum Ice Cream, IBM
- Built social strategy plans to amplify the reach of major campaigns & initiatives, like Ben & Jerry's #ScoopMovement
- Performed daily community management & moderation of social media platforms as well as maintaining a reactive response system to handle escalations & crisis
- Lead all social media reporting & engagement recommendations for communities & campaigns
- Serviced clients & liaised with inter-agency, legal, & global teams daily to ensure smooth project flow, completion, & success

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## Edelman - PR Agency (Toronto, CA)

Senior Account Executive: Digital | Feb 2009 - Mar 2010

- Social media strategy, content development & community management for clients with budgets \$50-500K
- Search Marketing & SEO Analysis for brands in Retail, CPG, Food & Beverages
- Social listening, visibility audits, & influencer research
- Campaign planning & project management

## ADDITIONAL EXPERIENCE

### Brainstation - Part-Time (Toronto, CA)

Educator: Digital & Social Media Marketing | Feb 2016 - Jun 2017

### Search Engine People - Temporary (Toronto, CA)

Paid Search Specialist | Nov 2010 - Feb 2011

### Saavn LLC - Part-Time (New York, US)

Online Marketing Manager | Sep 2008 - Jan 2009

### Bell Canada - Contract (Toronto, CA)

Product Marketing Coordinator | Aug 2007 - Aug 2008

## EDUCATION

### UX Design - Brainstation (Toronto, CA)

Certification | Jun 2017 - Aug 2017

### Digital Media Marketing - NYU (New York, US)

Certification | Aug 2008 - Dec 2008

### BCom, Honours in Marketing - York University (Toronto, CA)

Bachelors Degree | Jan 2004 - Jun 2007

## TECHNICAL SKILLS

**Tools:** JIRA | Confluence | Roadmunk  
Trello | Airtable | Intercom | Balsamiq  
Adobe Analytics (Omniiture)  
**E-Commerce Platforms:** Shopify  
Squarespace | Wix | Jimdo | Ecwid | Duda  
WooCommerce

**Google Marketing & Ad Products:**  
Analytics | Ads | GMP | Google Shopping  
Google My Business | YouTube Ads

**Social Ads Platforms:** Facebook &  
Instagram Ads | Twitter Ads | Pinterest  
Business | Hootsuite

## LANGUAGES

**English: Native**  
**German: B1**