Lasya Nalagandla

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ABOUT

Marketing professional with experience driving go-to-market strategy, competitive analysis, digital strategy, event marketing, data analytics, and demand generation across SaaS and manufacturing industries. Skilled at translating complex products into compelling stories, launching multi-channel campaigns, and enabling sales through impactful collaterals. Known for boosting digital engagement, streamlining marketing operations, and collaborating cross-functionally to align product strategy with customer needs and business growth**.**

PROFESSIONAL EXPERIENCE

FactoryTwin, Minnesota, US   **January 2026- Present**
Digital Marketing Manager
- Own product positioning and market narrative across Planning, Execution, and Continuous Improvement solutions, driving **62.5% YoY LinkedIn audience growth** through executive-led thought leadership
- Enhanced website conversion strategy and messaging architecture, increasing sessions by **23% YoY** and unique visitors by **13% YoY**, outperforming **93% of Software & Apps websites**
- Built structured buyer-journey nurture programs, achieving **20.97% engagement rate** and **12.18% CTR (4× industry benchmark)**
- Implemented event-to-digital integration framework to strengthen pipeline tracking and post-event conversion

FactoryTwin, Minnesota, US   **January 2025 – December 2025**
Digital Marketing Lead- Internship
- Established the company's digital marketing foundation, scaling LinkedIn reach by **300%+**, increasing engagement by **180% (5% → 14%)**, and growing followers by **68% YoY**
- Drove **60% growth in organic traffic** by aligning SEO strategy with product use cases and industry pain points
- Improved email performance by **250% in open rates (10% → 35%)** and **1,000% in CTR (1% → 11%)** through audience segmentation and messaging optimization
- Created product collateral, including case studies, demos, newsletters, press releases, and use-case assets to support GTM and sales enablement initiatives
- Led end-to-end marketing execution across major manufacturing conferences to elevate brand visibility and industry positioning

HighRadius Technologies, India   **April 2021 – December 2023**
Product Marketing Analyst
- Led content and presentation strategy for **59 trade show marketing events across North America and EMEA**, contributing to a **40% increase in MQL generation**
- Owned end-to-end content development for **40+ flagship conference sessions over three consecutive years**, translating market research into executive-ready narratives and engaging professionals from **800+ companies**
- Partnered cross-functionally with product, design, and leadership teams to support the **Generative AI chatbot go-to-market strategy**, developing feature positioning, naming frameworks, UI concepts, launch videos, social announcements, and press releases
- Produced high-impact sales and product enablement assets, including case studies, blogs, demo videos, webinar summaries, and product documentation, to strengthen customer advocacy and accelerate product adoption
- Leveraged Salesforce Prospect Lifecycle Reporting to analyze **500+ accounts**, improving lead qualification accuracy and aligning marketing efforts with revenue-focused sales strategies

EDUCATION

The University of Texas at Dallas, United States   **January 2024 – December 2025**
Master of Science, Marketing   **GPA 3.95**
Dean's Excellence Scholarship | JSOM Marketing Fellowship | Named Nash Leader (Top 1% of Business School) | Beta Gamma Sigma Recognition | Scholar with High Distinction

Coursework: Web Analytics, Research & Data Analysis, Brand Management, Product Management, Advertising and Promotional Strategy, Agile Project Management, Database Foundations, Marketing Strategy & Game Theory

SRM University, India   **June 2018 – May 2022**
Bachelor of Technology, Computer Science
Coursework: Python, C Programming, JavaScript, HTML, CSS, Java, Data Algorithms & Structures

SKILLS

Tools	HubSpot, Canva, Microsoft Suite, Google Suite, MySQL, Adobe Analytics, Google Tag Manager, Figma, WIX, WordPress, Google Analytics, Qualtrics, Jira, MS Project, Adobe Premiere Rush, Lemlist, Hunter.io, LinkedIn Sales Navigator & Campaign Manager, Google Ads, Meta Ads, Adobe Illustrator, Cvent, Linktree
Marketing Expertise	Product Marketing, Market Research, Segmentation, Go-to-Market Strategy, Competitive Analysis, Content Development, SEO, Campaign Management, Marketing Analytics, Stakeholder Collaboration
Soft Skills	Strategic Communication, Creative Problem Solving, Critical Thinking, Adaptability, Storytelling, Prompt Engineering, Collaboration, Time Management, Initiative, Self-Starter

ACADEMIC PROJECTS & EXPERIENCE

Naveen Jindal School of Management, Dallas, US   **August 2024 – May 2025**
Graduate Teaching Assistant
- Supported instruction for **300+ students,** assisting with grading assignments, quizzes, and exams while maintaining confidentiality of academic records
- Managed course content and communications on eLearning, and held office hours to clarify concepts, guide students **through analytics tools, frameworks, and case studies, and provide timely feedback**
- Assisted faculty in preparing lecture materials, presentations, and research content to enhance learning outcomes

New Balance, Marketing Web Analytics & Insights   **January 2024 – May 2024**
- Utilized Google Analytics to evaluate New Balance's website performance by tracking user behavior, traffic sources, and conversion rates, and identified the top 5 KPIs to measure effectiveness and optimize customer engagement

LinkedIn Product Breakdown, Digital Product Management   **August 2024 – December 2024**
- Evaluated LinkedIn's business model, roadmap, and execution strategy through a SWOT analysis, and developed actionable recommendations to boost user engagement and expand service offerings

Impact of Influencer Marketing, Marketing Data Analysis & Research   **January 2024 – May 2024**
- Designed and conducted a survey to analyze how social media influencers' recommendations shape purchasing decisions, using convenience and judgment sampling

ORGANIZATIONS & LEADERSHIP

● Marketing Executive Student Leadership Council, **President**	**August 2024 – July 2025**
● INFORMS at UTD, **President**	**August 2024 – July 2025**
● MS Marketing Program, UTD, **Graduate Student Ambassador**	**August 2024 – July 2025**
● National Retail Federation, **Vice President, Social Media**	**August 2024 – July 2025**
● The Product Base Club, **SOC & Content Lead**	**January 2024 – July 2025**