

**Shashank Shalabh | Chief Marketing Officer** | San Antonio, TX  
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Transformational Chief Marketing Officer with 22 years of experience scaling marketing for startups & Fortune 500 org.; building marketing functions that drive measurable revenue. Expert in data-driven omnichannel strategies, cross-functional team leadership, and positioning marketing as a strategic revenue engine.

### **Core Competencies**

Strategic Vision & Leadership| Data-Driven Omnichannel Digital Marketing| Brand Building| Reputation Management| Team Building

### **Work Experience**

**This is a condensed resume. Ask for a detailed one if this interests you**

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#### **Chief Marketing Officer (CMO)**

**EQMatch- 2023-2026:** <https://eqmatch.co/>

Built marketing function from the ground up at early-stage HR tech startup specializing in emotional intelligence assessments for hiring and career development.

#### **Mentor|Advisor| Board Member**

**2016-Present (Advisory):**

Strategic marketing leadership and advisory services across healthcare, fintech/crypto, and ecommerce verticals. Mentored over 200 marketing professionals (beginners to VP level marketing execs).

#### **VP Marketing**

**ThreeFiveTwo- 2022-2023- Atlanta, GA**

Directed marketing operations at an integrated agency for Fortune 500 healthcare and B2B/B2C clients.

#### **Chief Marketing Officer (CMO)**

**NinjaPad- 2021- 2022**

Established the marketing function at crypto launchpad platform to drive token launch in competitive DeFi market.

#### **Chief Marketing Officer (CMO)**

**iuzeit- 2020- 2021- Dallas, TX**

Developed comprehensive marketing strategy and built the marketing function at ecommerce comparison and affiliate platform.

#### **Chief Marketing Officer (CMO)**

**OmniDigit- 2019-2020- Clearwater, FL**

Led Marketing at a full-service agency. Clients: B2B, ecommerce, healthcare, and legal verticals.

#### **Chief Marketing Officer (CMO)**

**Western CPE- 2018-2019- Bozeman, MT:**

Created the Marketing Roadmap and built the marketing function for continuing professional education provider for CPAs and finance professionals.

**Associate Director of Digital Marketing, Americas**

**Teamviewer Global: 2017-2018- Clearwater, FL:**

Led Americas marketing strategy for global remote desktop software leader.

**Digital Marketing Manager/Consultant**

**Tata Consultancy Services/(USAA): 2017- San Antonio, TX**

Led digital analytics strategy and omnichannel marketing transformation for Fortune 500 financial services client.

**Senior Digital Marketing Manager**

**Miller Heiman Group: 2016-2017- Tampa, FL**

Defined and led the global marketing automation strategy (Marketo + Salesforce) for sales training organization across US, EMEA, and APAC regions

**Digital Marketing Consultant**

**TechGlam: 2014-2016- Tampa, FL**

Digital marketing consulting for finance, ecommerce (B2C/D2C), and SaaS businesses

**Digital Marketing Manager**

**SmartGreyCells 2006-2014 : India**

Spearheaded cross-functional digital marketing campaigns for multi-vertical marketing agency. Drove record-breaking performance across B2B SaaS and B2C eCommerce client portfolios

**Education**

**MBA, Magna Cum Laude:** Schiller International University: April 2015

**Bachelor's of Math:** Fergusson College, University of Pune - 2007

**Project Management:** University of California, Irvine Division of Continuing Education

**Leading Teams:** University of Illinois Urbana-Champaign

**Other Certifications:** Google (Analytics, Ads), HubSpot (Content Marketing, SEO, Inbound Marketing)