

# Vedangi Srivastava

California, USA

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Results-driven marketing professional with 7+ years of experience driving content strategy, engagement, and brand campaigns. Expertise in creating impactful digital media content, executing organic marketing initiatives, and leveraging data-driven insights to drive business impact.

## WORK EXPERIENCE

### Amazon Advertising

#### Senior Content Strategist

Jan 2024 - Present

- Leading content strategy for Amazon's Unified Campaign Manager launch, shaping narratives to simplify complex ad workflows and enhance advertiser experience; projected to deliver \$200M+ in revenue savings at Amazon Unboxed 2025.
- Directed creative strategy for 30+ global product launches, including Trader Hub, pairing UX storytelling with data-led insights to spark discovery and retention. Achieved 15% lift in discoverability and 70% positive response rate (PRR).
- Launched an annual intern program and secured operating budgets, reducing onboarding and training ramp-up time by 20%. Developed scalable onboarding playbooks and SOPs for Amazon DSP, Deals, and CMS, mentoring strategists to improve content accuracy, alignment, and execution quality across launches.
- Developed an LLM-powered knowledge base for two virtual assistant launches in partnership with applied science and product. Delivered contextual, AI-driven articles that improved advertiser engagement by 27% and reduced redundant content requests.
- Led 2024 sales event content strategy (Prime Day, PBDD, BF/CM), optimizing policy docs and in-console messaging, increasing advertiser impressions by 40% and cutting contact rate by 25%.
- Authored 5 playbook guides, and white papers for new product launches, establishing org-wide content standards that reduced support load and streamlined advertiser onboarding and enablement.
- Led DSP onboarding for new advertisers by launching a research survey, auditing content gaps, and delivering multimedia education, cutting contact rate by 4,760 bps and achieving 85% positive response rate (PRR).
- Lead strategy for ad policy, in collaboration with regional policy teams, for global markets, ensuring cultural relevance and compliance, resulting in a 15% decrease in ad rejections for China-based advertisers and 25% decrease in ad rejections in the US.
- Boosted first-time campaign launch rate by 1,178 bps via AI persona-based content, 3 A/B tests, and in-console alerts, reducing 4,000+ support contacts. Drove additional 302 bps lift in overall campaign creation rate.

### SAP

#### Communication Specialist

Seattle WA | Jun 2022 - Jan 2024

- Drove a 20% viewership boost and 35% rise in app downloads for People Protect by spearheading its digital transformation leveraging technical writing and collaboration with creative and UX teams
- Led the content strategy for FY 2022-23 Security Awareness campaigns, achieving a 30% increase in employee engagement
- Streamlined the Visitor Management product launch in EMEA, North America, and APJ with end-to-end content strategy, technical writing, and user journey mapping, influencing design and behavior, achieving 76% CSAT score

### Prime Focus Technologies

#### Project Lead

Mumbai, India | May 2018 - Jun 2021

- Secured a \$1.6M Warner Media account by developing brand marketing strategy and sales enablement kits that strengthened brand design and drove adoption.
- Mentored 5 creative specialists to deliver a \$4M Discovery project, achieving on-time launch and 15% efficiency gains through end-to-end project management and go-to-market execution.

## EDUCATION

### University of Washington

Seattle WA

Master of Digital Communication - GPA: 3.93

Oct 2021 - Jun 2023

### Symbiosis International University

Pune, India

Master of Business Administration

Jun 2016 - May 2018

### University of Delhi

Delhi, India

Bachelor of English Literature

Jun 2012 - Jun 2016

## CERTIFICATIONS

Amazon DSP Certification | Amazon Ads Academy

Jan 2025

Account-Based Marketing | Demandbase Academy

Jan 2023

Google Ads Search

Jan 2023

Google Analytics

Jan 2023

Predictive Project Management