Tahameem Shaik

Digital Campaigns & Web Integrations Lead

Senior Digital Program Manager and Product Owner with 17+ years of IT experience, currently leading global web integrations, Digital campaignswith high-volume delivery (120+ launches/year), and customer-facing digital health tools for pet care. Certified Scrum Professional adapt at aligning international marketing stakeholders with agile engineering pods to scale modern enterprise platforms and digital solutions.

Work experience

Digital Health Deployment Lead

February 2025
Current

MARS

- As part of its mission to empower pet owners, Mars Petcare invested in developing pet health tools for dogs and cats. These innovations include scan tools such as Toothscan, Poopscan, Pawscan, and Dermascan, as well as check tools such as Kitten WeightCheck, Puppy WeightCheck, and Toothcheck.
- As the Deployment Lead for these Digital Health tools, I collaborated with pet brand owners and veterinary brand teams to deploy them across brand, club, and clinic websites. I led the deployment of these tools across 100+ websites.

Digital Campaigns Lead

June 2023
Current

MARS

- Over a three-year period, I led the global deployment of more than 220 brand campaigns across a prominent portfolio of Snacking and Pet Care brands. These high-impact initiatives were integrated with robust backend systems, including Salesforce CRM and Treasure Data, which streamlined data pipeline efficiency and successfully secured first-party data from over 5 million users worldwide.
- In tandem with these deployments, I serve as the Product Owner for Marigold, a specialized SaaS platform that enables brands to seamlessly build customized, animated marketing campaigns. In this role, I drive the product vision and roadmap to simplify complex creative workflows. This dual expertise in large-scale campaign execution and SaaS product management allows me to consistently deliver scalable, data-driven marketing solutions that drive global brand engagement.

Business Analyst

May 2017
June 2023

MARS(Client)

- In the role of Business Analyst, I partner with multiple markets and Brand teams to gather business requirements, coordinate with offshore development teams, and manage the end-to-end project lifecycle to deliver high-quality websites.
- To ensure seamless execution, I collaborate extensively across the organization and with external partners. This includes working with Salsify PIM teams for website product onboarding, managing external



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Languages

English

French (A2)

IT skills

Platforms & CMS: Drupal, Sitecore, Sitefinity

CRM: Treasure Data, Salesforce Marketing Cloud (SFMC)

PIM : Salsify

Tools: Microsoft Visio, Microsoft Project, Google Analytics

translation vendors through Smartling to localize content, and coordinating with Hosting teams to secure domains and transition websites to live status. Additionally, I work closely with Architecture, Technical Design, and development teams to conduct thorough architectural reviews and ensure all websites strictly adhere to organizational standards.

- As part of this role, I was also key to a major project where approximately 220 brand websites across the Mars Snacking, Petcare, and Mars Food segments were successfully migrated from legacy technologies to Acquia Drupal systems.
- To support these initiatives, I have worked extensively with a diverse, enterprise-scale technology stack. This includes Acquia Drupal and Standalone Drupal CMS, Sitecore CMS, Salsify and Akeneo (PIM) systems, Salesforce (CRM), Aprimo (DAM), Smartling (translations), Google Analytics, and AWS hosting.

Project Lead

January 2014
April 2017

Microsoft(Client)

- Developed One Tax, a centralized storage and retrieval system using Azure Data Factory, HDInsight, Azure Data Warehouse, and Hive to help Microsoft manage growing tax data, planning, analysis, and statutory compliance.
- Created Tax Hub, a Windows 8 application that allows tax users to load source files into this SQL Server-maintained Tax Warehouse.
- Utilized a solution environment consisting of Azure Data Factory, Hive, Azure Data Warehouse, Azure Table Storage, C#.Net,
- Contributed to the project through process and project management, code reviews, unit testing, and functional testing.

Team Lead

September 2012
December 2013

Microsoft

- Analysis, Design, Team management, Monitoring and project follow up
- ITSM Platform Solution utilizes Metastorm's e-Service Desk and Microsoft's System Centre Service Manager to align MS Operate process with ITIL. The project is used as single point of contact for all Service-related activities. IT Service Management is an overall approach to running IT operations from a service delivery perspective. It consists of numerous process areas including Change Management, Release Management, Configuration Management, Incident & Service Request Management, Problem Management, Service Level Management, Financial Management, etc.
- Solution Environment .NET (ASP.NET and C#), SQL Server 2008, JavaScript, Metastorm tool.

Team Lead

May 2010
August 2012

Microsoft(Client)

- The Circuit Management System (CMS) revamp modernized Microsoft's enterprise telecommunications platform from a legacy Classic ASP environment to a scalable .NET solution. Serving employees worldwide, CMS enables users to order analog and digital circuits, request quotes, track work orders in real time, and monitor active infrastructure across global sites.
- Upgrading from Classic ASP, VB, COM+, and SQL Server 2000 to CMS v3.0 eliminated significant technical debt. Built on

- Serving as Offshore Team Lead and single point of contact (SPOC), I directed requirements analysis, work estimations, and specification authoring across the complete development lifecycle. On the technical side, I developed critical database stored procedures, background jobs, and system change requests (including automated email notifications). I steered end-to-end delivery milestones and partnered closely with release teams to ensure seamless rollouts and stable production deployment.

Module Lead - Payroll

February 2007
April 2010

National Water Supply & Drainage Board (Govt. of Sri Lanka)

- The National Water Supply & Drainage Board of Sri Lanka, under the Ministry of Urban Development & Water Supply, is the principal authority providing drinking water and sanitation nationwide. To streamline operations, the organization implemented an island-wide, mid-range ERP solution enabling nearly 160 business functions. This enterprise system serves as the centralized platform supporting the board's country-wide infrastructure.
- In my role, I established the project's core design and development procedures to ensure structured execution. I was directly involved in developing the Human Resource Management (HRM) and Payroll modules, successfully automating all associated processes. Additionally, I managed key stakeholder relations by handling customer interactions both onsite and offsite, bridging the gap between technical delivery and client needs.

Developer

May 2006
February 2007

- Designed and developed a feature-rich utility payment web application for the Town of Addison, enabling residents and organizations to securely manage water and sewerage bills online. Engineered key user capabilities, including self-service portals for viewing consumption history and registering profiles for automatic, recurring monthly payments.
- Additionally, constructed a robust administrative interface featuring role-based access control, which empowered staff to seamlessly generate reports, process recurring transactions, resolve inquiries via an integrated help desk, and dynamically update public-facing portal content.

Education

Bachelor Of Technology – Information Technology

May 2005

Kakatiya University