



Meghna Wani
Senior Manager | Marketing

“
*Marketing listens, responds,
and shapes customer
challenges into narratives of
success and impact.*”

Professional Bio

With 18+ years of shaping performance-led marketing, Meghna turns business challenges into **ROI-driven growth stories**. She crafts full-funnel demand engines that bring in high-quality leads through SEO, paid media, email campaigns, and targeted outreach. Meghna applies a customer-first approach to develop marketing strategies that foster trust and deliver value. With **data-backed decisions, strategic storytelling, and A/B testing**, Meghna delivers impact across the full funnel. An IIM-Lucknow alumna, Meghna leads with clarity and confidence. Her work as an author sharpens her strategic insight, guiding thoughtful and impactful actions.

Expertise

- Full-Funnel Digital Marketing: SEO, SEM, PPC, Social Advertising, Content Strategy
- High-Quality Lead Generation & Demand-Generation Engines
- Marketing Analytics, A/B Testing, Performance Optimization
- Brand Positioning, Awareness, and Purchase-Intent Campaigns
- Competitor Benchmarking & Market Intelligence
- Cross-Functional Leadership, Team Development & Operational Planning

About Integrative Systems

Guided by the promise “**Futureproof Your Business,**” Integrative Systems is a trusted global technology partner with over **25 years of experience** in business software applications across IBM i, AS/400, and Microsoft toolsets. We provide 24/7 infrastructure management, data analytics, and back-office optimization - operating as an extension of your team to align IT strategy with business goals. A five-time Inc. 5000 honoree, we help enterprises modernize systems, enhance resilience, and achieve sustainable digital growth.

Projects & Achievements

- **Accelerated Growth** - Achieved up to 7X business growth for multiple brands through integrated digital marketing strategies.
- **High-ROI Campaigns** - Managed large-scale paid media initiatives with significant improvements in ROI through continuous optimization.
- **End-to-End Website Delivery** - Directed development of two corporate websites, leading designers, developers, and content teams.
- **SaaS Visibility Boost** - Led SEO + Social + Paid marketing efforts for SaaS platforms to improve product reach and conversions.
- **Brand Strengthening** - Formulated strategies that elevated brand recognition, trust, and purchase intent across target markets.

Technical Environment

- **SEO** - On-page, Off-page, Technical SEO, Keyword Research, Backlinking
- **Advertising Platforms** - Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads
- **Analytics** - Google Analytics, Facebook Insights, LinkedIn Analytics, Twitter Analytics
- **Tools & Platforms** - WordPress, Webmaster Tools, PPC Dashboards
- **Cross-team Collaboration** - Working with design, development & content teams for unified campaign execution