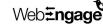
Kasturi Patra Portfolio















E-Commerce/Retail Tech

- <u>Digitizing The Customer Experience: 10 Best Strategies (2024) | Shopify</u>
- Retail Workforce Management: Tools & How to Implement Them (2025) | Shopify
- Product Information Management System: Definition and Software (2025) | Shopify
- The Top 9 Grocery Retail Trends Shaping the Industry (2024) | Shopify
- Retail Media: A Complete Guide for Retail Businesses (2024) | Shopify
- <u>eCommerce Fulfillment Services: A Guide to Why You Need One | Ware2Go</u>
- 10 Top Ecommerce Customer Experience Tactics (+ Examples) | Shogun





HR Tech

- How to Successfully Navigate Culture Change Management | Prosci
- Mastering Change Leadership in Enterprise-Level Companies | Prosci
- Al Change Management | Prosci
- The Comprehensive Guide To Mastering Change Readiness | Prosci
- Integrate Organization Development And Change Management | Prosci
- <u>5 Tips for Better Change Management Communication (+ Free Resources) | Prosci</u>





Marketing

- How To Increase Organic Traffic to Your Website | Nexcess
- What Is A Product Marketing Manager's Role In Gtm Strategy | Ignition GTM Inc.
- <u>10 Effective Email Marketing Strategies for Edtech | WebEngage</u>
- Marketing in a Recession | The Blogsmith
- Mastering Effective Moment Marketing Strategies To Win In Fintech | WebEngage





Tech Startups

- How African tech startups can secure venture capital investment (+ case studies) | FFA
- How To Navigate A Strategic Pivot For Your Nigerian Startup | FFA
- Navigating South Africa's Regulatory Compliance Challenges | FFA
- Nine Steps To Build The Essential Business Plan For 2023 | Founders Factory Africa (FFA)
- How to start a logistics firm in SA: Beginner's Guide | FFA





Fintech

- Digital Transformation's Crucial Role in Insurance | WebEngage
- Operational Finance: Strategic vs Operational CFOs | Mosaic
- Ten Powerful Ways To Boost Fintech User Engagement Through Funnel Analysis | WebEngage
- Should You Cancel Renters Insurance During a Recession? | GoodCover
- Goodcover's Guide to the New Biden Tenant Protection Bill of Rights: What Does It Mean for

Renters? | GoodCover







Landing Pages

- Your Complete Guide to Enterprise Change Management | Prosci
- Conquer Change Management in the Energy Sector With Prosci
- Empowering African fintech startups to scale and grow | FFA







Thought Leadership and Case Studies

- How marketers can use hyper-personalization to drive business growth
- <u>CEO-Catalyst-Branda-Villacob-Case Study | Copywrite Matters</u>
- <u>CEO-Catalyst-Case-Study-Krista-Walsh Case Study | Copywrite Matters</u>





Contact

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