

# **Tanuja Singeetham**

**Interactive Marketing Manager and CRM at Nestle USA at WOMMA - Word of Mouth Marketing Association**

Los Angeles, CA, US

Expert in Digital and Social Media Marketing

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Tanuja Singeetham is currently Digital and Social Media Marketing Manager working in the Communications Division of Nestle USA working on various interactive and social media efforts across all of Nestle. She recently held the role of Interactive and Relationship Marketing for the Nestlé USA Beverage Division, for the past 7 years supporting key brands, such as NESCAFÉ® TASTER'S CHOICE®; NESTLÉ® COFFEE-MATE®; NESTLÉ® NESQUIK®; and NESTLÉ® JUICY JUICE®. She was also a co-lead for the Nestlé Family marketing initiative, a multi-brand effort geared toward parents that includes brands such as NESTLÉ TOLLHOUSE, STOUFFERS, NESTLÉ PURE LIFE, and NESTLÉ WONKA. Tanuja has been with Nestlé for 19 years with roles in Consumer Promotions, Marketing and Relationship Marketing supporting the PetCare, Confections & Snacks and Beverage Divisions. Her skills and aptitude of digital media have proven invaluable in keeping the Nestlé USA Beverage Division on-trend with emerging media and technology, and have helped Nestlé reach new heights of consumer engagement. She began her foray into the interactive world when she launched the first FRISKIES PETCARE Division website in 1998 called FriskyPet.com. Since then, Tanuja has worked on more than 50 websites throughout Nestlé and across categories that include pet food, confectionary, diabetic products, beverages and corporate efforts. Her award-winning work has included efforts in mobile, email marketing, social media, online advertising, word-of-mouth marketing, blogger outreach, gaming and consumer advocacy. Tanuja received her Bachelor's of Business Administration in management from California State University, Fullerton. She is also a member of the Pasadena Tournament of Roses Association and volunteer for FreeArts.

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Keynote

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Social Media, Advertising/Marketing, Beverages - Non-Alcoholic

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Social Media Marketing, Digital Media, Social Media, Marketing, Word of Mouth

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Altuse.com, Nestle Alumni, Nestle Employees, Nestle Alumni Worldwide, New Media, Social Networking and Social Networking Participants, Pasadena CA Connections, The Walt Disney Company Alumni, eMarketing Association Network

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**California State University-Fullerton**

BA Business and Economics

**California State University-Fullerton**

BA Business and Economics

**Rowan University**

Masters Arts, Public Relations

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