

# Kasturi Patra Portfolio

**peak**



*shopify*

shōgun

**FOUNDATION**

**Prosci**  
PEOPLE. CHANGE. RESULTS.

WebEngage

**Nexcess**  
A LIQUID WEB BRAND

**k-commerce.**  
powered by mdf commerce

# E-Commerce

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- [Retail Media: A Complete Guide for Retail Businesses \(2024\) | Shopify](#)
- [Gross Merchandise Value: Calculation and Best Practices \(2024\) | Shopify](#)
- [66 Retail Terms and Definitions for Beginner Retailers \(2024\) | Shopify](#)
- [eCommerce Fulfillment Services: A Guide to Why You Need One | Ware2Go](#)
- [10 Top Ecommerce Customer Experience Tactics \(+ Examples\) | Shogun](#)
- [The Ultimate Guide To Effective Email Marketing Strategies For E-Commerce | WebEngage](#)
- [Is Ecommerce Still Profitable? How to Grow a Business Online | Nexcess](#)

# HR Tech

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- [How to Successfully Navigate Culture Change Management | Prosci](#)
- [Mastering Change Leadership in Enterprise-Level Companies | Prosci](#)
- [AI Change Management | Prosci](#)
- [The Comprehensive Guide To Mastering Change Readiness | Prosci](#)
- [Integrate Organization Development And Change Management | Prosci](#)
- [5 Tips for Better Change Management Communication \(+ Free Resources\) | Prosci](#)

# Marketing

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

# Tech Startups

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- [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

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- [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](#)

# Case Studies

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- [CEO-Catalyst-Branda-Villacob-Case Study | Copywrite Matters](#)
- [CEO-Catalyst-Case-Study-Krista-Walsh - Case Study | Copywrite Matters](#)

# Landing Pages

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- [Your Complete Guide to Enterprise Change Management | Prosci](#)
- [Empowering African fintech startups to scale and grow | FFA](#)



# Contact

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