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PROFILE SUMMARY

Seasoned Marketing Manager with 8+ years of experience in shaping marketing strategies, driving demand generation, and executing ABM initiatives for B2B SaaS companies. Expertise in developing compelling product messaging, conducting thorough competitor analysis, and creating sales assets to boost sales pipeline. Proven track record in leading cross-functional teams, optimizing campaign performance, and managing marketing operations globally. Adept at building strong customer relationships and leveraging insights to create impactful marketing content and case studies.

SKILLS & AREAS OF EXPERTISE

Marketing Strategy | Leadership Skills | Presentation Skills | Team Management | Strategy Development | Product Marketing | B2B Marketing | Demand Generation | Market Research | Content Marketing | Social Media | SEO & SEM | Email Marketing | GTM | Campaign Management | Marketing Automation | Events - Virtual & Physical | Segmentation | Positioning & Messaging | Business Development | Sales Enablement | Surveys

TOOLS

G2 | Gartner | ZoomInfo | MailChimp | Zoho Mail | HubSpot | Google Analytics | Google Search Console | LinkedIn Marketing | Recotap | Google Ads | Meta Ads | SurveyMonkey | Hotjar | Canva | WordPress | LeadSquared | Zoom | LinkedIn Live | Monday | Asana | Slack

WORK EXPERIENCE

Demand Gen & ABM Manager at EvolveBPM (Business Process Management) | Aug'23 to Mar'24 | Pune

- Orchestrated the formation of a high-performing, cross-functional marketing team, leveraging expertise in social media, SEO, content creation, design, and development.
- Directed a data-driven Demand Generation strategy, **generating a \$4M+ sales-qualified pipeline** through the acquisition of 2 new projects in 7 months.
- Achieved a **93% improvement in performance via effective website optimization** techniques, enhancing client confidence.
- Collaborated with the BD team to strategically plan and execute ABM initiatives for Mphasis, resulting in **over 30 key decision-maker meetings**.

ABM Manager at AkriviaHCM (HRIS Provider) | Jan'23 to Aug'23 | Hyderabad

- Headed end-to-end marketing efforts along with team to generate **20+ case studies** across different industries in **SEA and GCC region**.
- Collaborated with cross-functional HCM solution team such as sales, implementation and customer success to strategize and execute demand generation and ABM initiatives.

- Attended HR-Tech events, roundtable conferences and supported the team with strategies and content hub to drive client engagement.
- **Implemented a comprehensive multichannel marketing strategy resulting in the generation of 40+ MQLs monthly from targeted locations.**
- **Achieved an 86% improvement in campaign performance by optimizing target audience selection and crafting personalized messages.**

Sr Growth Marketing Manager at The Smarketors (Marketing Agency) | Jan'22 to Jan'23 | Hyderabad

- Conducted buyer persona studies, market analysis, and competitor research across the GCC and SEA region. Identified pain points, market trends, and opportunities to develop product positioning and messaging.
- Designed content calendar and produced sales collaterals. Leveraged content marketing, email outreach, and LinkedIn ads to **generate 100+ MQLs within 6 months.**
- Optimized content to **improve CTR by 2.43% and reduce CPL from \$75 to \$51.86.**
- Worked with cross-functional teams, including product, sales, and customer success, to align on go-to-market strategies, communicate product value, and support the launch of new features.
- **Increased market penetration by 20%** across targeted regions within the first year. **Achieved \$5 Mn in ARR within a year.**
- **Reduced healthcare delivery turnaround times by 95%** and tripled information retrieval speed, demonstrating the transformative impact of Healthcare solutions on customer operations.

Marketing Manager at TransFunnel Consulting (Marketing Agency) | Jul'20 to Jan'22 | Bangalore

- Spearheaded end-to-end demand generation strategies while managing a cross-functional team to run both paid and organic campaigns to drive customer acquisition and revenue growth.
- Achieved **website traffic growth, witnessing a surge from 5,188 visits in 2019 to 16,815 visits in 2020, and further escalating to an impressive 54,273 visits in 2021.**
- Implemented lead generation strategies that led to a **665% increase in form fills**, resulting in a transformation from **70 form submissions in 2019 to an impressive 536 form submissions in 2021.**
- Optimized marketing KPI reporting by **implementing tools such as HubSpot, Databox, and Semrush, resulting in a reduction of nearly 6 hours of manual work per week.**

PREVIOUS EXPERIENCE

- Marketing Specialist (Community Manager) at Xiaomi India | Feb'19 to Jul'20 | Bangalore
- Content Marketing Associate at Valuebound (Web Development services) | Jul'17 to Jan'19 | Bangalore
- Senior Staff Writer at GlobalData (Market Research firm) | Dec'15 to Jun'17 | Hyderabad

CERTIFICATION

- B2B Marketing – GrowthSchool | Account-Based Strategy Certification - Terminus
- Decoding GDPR and Workplace: Teamwork & Collaboration from SkillUp Online

EDUCATION

- Executive MBA - Advanced Marketing Management from IIM-Indore – Aug' 2023 to Jun'2024
- Masters - Mass Communication from University of Hyderabad – 2013 to 2015
- Bachelors - English Honors from Ranchi University – 2009 to 2012