

NITIN MALIK

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B2B SaaS / DIGITAL MARCOM EXPERT

Pursuing Professional Certificate Program in Marketing and Sales Management from IIM Kozhikode, MBA in Marketing, a marketing leader with extensive B2B Marcom, Digital Marketing and SaaS Marketing experience for delivering peak performance campaigns. Work closely with Founder/CEO with full ownership of lead gen, branding and overall digital presence. Results-oriented and data-driven professional with rich experience in driving traffic, acquiring, engaging and retaining customers across the marketing funnels through various organic and performance marketing channels.

(Go-to-market strategy, Budgeting, Product Marketing, Lead Generation, Demand Generation, SEO, Social Media Marketing, Google Ads, Programmatic media buying, Email Marketing, Marketing Automation, Conversion Rate Optimization, MQL/SQL, Marketing Funnel Management, Display Ads, Content Marketing, Marketing Collaterals)



PROFILE OVERVIEW

- **A competent and result-oriented B2B SaaS Marketing professional offering 16+ years of rich experience** across geographies, industries, verticals and business models
- **A T-shaped marketing experience** with in-depth expertise in product + performance marketing
- **Demonstrable experience in designing and implementing** successful B2B marcom and digital campaigns
- **Strong understanding of how all current digital** marketing channel's function
- **Oversee and manage all in-house creative** and brand team to conceptualize, develop, and test rapidly evergreen and dynamic creatives that drive relevant traffic that converts to sales.
- In-depth experience with **SEO, Google AdWords, Programmatic Media buying, Social Media Marketing, E-mail Marketing, Content marketing, CRM and Website Management**
- Great understanding of **Google Search Console, Google Analytics, CRMs, e-mail marketing tools**, and social media marketing tools like **Buffer, Hootsuite and more**
- **Deep understanding of Full Funnel Ads** – New customer acquisition & Leak Proof Facebook Remarketing.
- **Hands on experience with Display advertisements** (Google & Facebook) - shopping campaigns
- **Core expertise on paid social media platforms** including Facebook, LinkedIn, and Twitter
- **Strong analytics background** and ability to critically analyze and leverage performance data to measure and optimize campaign performance
- Worked on **advanced marketing automation** and CRM systems (**WebEngage, Marketo, Salesforce and HubSpot**)
- **Strong team management** and communication (written and verbal) skills
- **Ability to work independently**, drive projects and maintain momentum without day-to-day supervision



KEY ACHIEVEMENTS

- ❖ **Led a 135% increase in annual sales for a SaaS product from digital marketing campaigns** by expanding business opportunities, creating success metrics and stretch goals, and driving accountability for revenue.
- ❖ **Manage \$2M dollar annual budget and successfully generated \$5M+** per year in annual revenue from eCommerce sales driven by online marketing efforts.
- ❖ **Ecommerce Solution Marketing:** Developed go-to-market strategies for commerce solutions and service portfolios for the business and expanding the market presence of the business through solution marketing initiatives; Formulation

of corporate brand identity and marketing strategy for PA with regards to eCommerce solutions brands Omnia, Orbis, Xprima and Estilo

- ❖ **Planned and executed the entire content portfolio** for NaviSite Cloud solution 'NaviCloud' in the form of Microsite, Datasheets, Case studies, Whitepapers and press releases
- ❖ **Own Social Media efforts for B2C and B2B.** Develop social initiatives to support growth in followers, engagement, and drive traffic Online, including channel strategy, content direction, paid media support, and integration with larger campaigns. Doubled follower growth and increased engagement twelvefold.
- ❖ **Shortened buying cycle by 50%** by implementing cutting edge UX and digital marketing strategies
- ❖ **Owned multi-site evolving strategy, testing and IT roadmap;** delivered brand growth including 30% increase in site traffic, 22% increase in conversion and 66% increase in online revenue YoY
- ❖ **Increased brand awareness through creation and management of social media channels** and the corporate blog. Increased social media engagement by 1200%.
- ❖ **Achieved 2 million unique visitors** to the site in first eight months and met attendance goals for live events.
- ❖ Recruited and rebuilt team within 1st 6 months, established new collaborative design practices



PROFESSIONAL WORK EXPERIENCE

Evercoast Communications Design Pvt. Ltd.
Head of Marketing

Nov'2015 – PRESENT

- Spearheading as **Head – Marketing** at Evercoast Communications, handling a digital marketing team of 10+ team members
- **Set marketing goals and objectives** that contribute to the overall growth of the company
- Plan and implement the marketing strategy and determine KPIs for the marketing department & track KPIs on a regular basis and present reports
- **Build an ever-evolving content strategy** and work with sales and product teams to ensure customer success / wins by designing, planning & executing effective marketing campaigns
- **Draw up the marketing budget** & monitor the same against KPI's
- **In-charge of planning and managing digital marketing campaigns** that promote company's brand, products, and Services
- Create and manage annual marketing budgets and monitor marketing costs and ROI
- Develop and implement Brand Strategies to build Brand equity
- **Lead all digital marketing initiatives** including SEO, PPC, Social media marketing, content marketing, email marketing, campaign landing page development, retargeting and marketing automation
- **Creating new and repurposing of marketing collateral** such as case studies, success stories, product sheet, service description, sales pitch decks, internal bulletins, press releases, articles, competition, infographics, videos, screen casts, audio, testimonials, articles, white papers, Blogs etc.
- **Full funnel analysis from** traffic to leads to orders to revenue
- **Apply customer and channel insights to inform and evolve** our customer segmentation strategy for omni-channel growth
- **Supporting sales and lead generation efforts** by devising and managing targeted marketing campaigns (social and digital media, paid search, video campaigns, content strategy, lead nurture, etc.)
- **Use data & analytics for decisions, track key metrics,** measure marketing effectiveness, create a culture of structured experimentation & iteration to drive growth, throughout the funnel
- **Deliver data driven performance** and turning insights into actionable strategies
- Main custodian for the organization's **Brand Guidelines & Brand management** across all verticals & geographies.
- **Provide short- and long-term budget forecasts** by directing market research, analysis, and interpretation of market data
- **Testing / measuring effectiveness of campaigns,** translating actionable insights to a campaign, planning and buying

of digital media, bidding strategies / tactics.

- **Manage all CRM touch points** including direct marketing, email marketing, retention strategies, and new customer acquisition initiatives
- **Manage, optimize, and provide analytics** on the company's presence digital space.
- **Develop and manage third party vendors** required to provide products or services to meet the department's delivery mandates
- **Experience with programmatic media buying** and display marketing/retargeting

Zensar Technologies**Jun'2012 – Nov'2015**

Sr. Manager – Marcom

- Managing end-to-end Oracle Commerce / ATG solution marketing
- Creating cost effective marcom strategy and designing digital campaigns to achieve the best financial results and audience development.
- Build, plan, implement and manage the overall digital marketing roadmap and strategy for organic and paid channels.
- Collaborate closely with Product, Design, Sales, and PR function to ensure integrated and consistent marketing campaigns, delivered on-time and in-full
- Strategizing the company's approach to different media channels.
- Reporting on the effectiveness of existing marketing campaigns using pre-determined KPIs.
- Developing marketing strategies for online, email and print media.
- Managing the marketing budget, ensuring that it is spent efficiently and in accordance with the marketing strategy.
- Running the company's online and offline marketing campaigns.
- Overseeing the complete operations of the company's In-house Marketing activities.
- Negotiating prices with media agencies.
- Optimizing the use of social networking sites.
- Researching and selecting potential partners for the company to collaborate with.
- Leading and directing the work of team members.

Synowledge LLC**Aug'2010 – Sep'2011**

Senior Specialist – Marcom

NAVISITE, INC.**Feb'2008 – Jan'2010**

Senior Associate – Marketing Comm.

LIONBRIDGE TECHNOLOGIES PVT. LTD.**Feb'2006 till Feb'2008**

Senior Writer –E-learning

ARTECH INFOSYSTEMS PVT. LTD.**Aug'2005 till Feb'2006**

Executive - Corporate Communication

Professional Certificate Program in Marketing and Sales Management**Feb'2022 – Present**

IIM Kozhikode

MBA - Marketing**Feb'2008 – March'2010**

M. D. University

B. A.**June 1997 till June 2000**

M. D. University

References: Available on request