

Name :

Kunal Deshmukh

Profile Summary :

Growth-focused marketer with expertise in automation, email marketing, and CRM. Experienced in B2B and B2C growth campaigns.

Contact :

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Academics :

MBA – XLRI Jamshedpur (2019), Coursework: Marketing Analytics, Digital Marketing, Consumer Behavior

Certifications :

Mailchimp (2020), Google Analytics (2021), SEMrush (2022)

Achievements :

Improved retention by 32% through automation, Led successful product launch campaigns for SaaS and eCommerce

Experiences :

Growth Marketer at NextLeap Digital (2019–2023) - Implemented email automation and drip campaigns - Increased user retention by 32% - Led cross-channel campaigns integrating email, social, and paid ads

Projects :

- Developed automated email sequences for learning platform, increasing subscription rate by 45% - Executed multi-channel launch campaign for SaaS tool, driving 20% revenue growth

Hobbies :

Music, Badminton, Movies