

**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