



Udit Agnihotry

Marketing Manager

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Gachibowli, Hyderabad

Certifications

- Create a Go-to-Market Plan
- B2B Messaging
- Product Marketing Foundations

SKILLS

GTM Plan

Cross-functional team collab

Problem-solving

Messaging & Positioning

Email & Webinar Marketing

Entrepreneurship

Client Liaison

Script & Copy writing

TOOLS

GA4

GTM

Google Ads

Meta BM

Hotjar

Later

Buffer

ActiveCampaign

MailerLite

Figma

Zoho CRM

Canva

VN Editor

DaVinci Resolve

FORMAL EDUCATION

• Manipal Institute of Technology

B.Tech, Biomedical Engineering

July 2011 - April 2015

• Delhi Public School Panipat City

High School, Med + Non Med

April 2006 - March 2011

• St. Mary's Convent School Panipat

Primary School

April 1998 - March 2006

Languages

Hindi

English

Punjabi

Telugu (L)

Hobbies

Fermenting

Content creation

Fitness

Book reading

PROFILE

I am an autodidact generalist with a curious mindset. 3 E's define me the best, Explorer, Educator & Empathizer.

Professionally, I am a responsible manager with nearly 7 years of experience in 360° marketing. I am savvy with GTM, Messaging and Positioning. Take a look at my project on solutions page for a SaaS tool --> <https://shorturl.at/fkAFR>

CAREER HIGHLIGHTS

- Repositioned Jollywell's antioxidant capsules leading to market penetration
- Lead 33% increment in MOFU as I redesigned Jollywell's product landing pages
- Owned and grew BlueBeans Bangalore's ARR by 10%
- Planned and successfully executed GTM for The Big Barbeque, Marathahalli
- Developed & executed the 'Find the Flaw' campaign leading to 52 sign-ups, & created a buzz in the geography.

WORK EXPERIENCE

>> Freelance Marketing Consultant, (Remote)

| (3 years 4 months) Apr 2020 - Present

- I undertook projects in Brand management, Performance creative, Social media marketing & Content writing

| Consulting Brand Manager at Jollywell Supplements (Remote)

(2 years 4 months) Nov 2020 - Feb 2023

- Lead cross-functional teams (Demand generation, PR, Support, etc) & achieved the targeted growth numbers.
- Crafted messaging for Glow Young product which lead to market adaptation
- Successfully upsold 5% of customers to subscription model via 1 on 1 calls.
- Reduced customer churn by 6% through email & what- app campaigns
- Conducted and led webinars (B2B) as a part of GTM

>> City Lead at BlueBeans, Bangalore (SMM agency)

| Marketing Manager | (1 year) Apr 2019 – Mar 2020

- Owned & grew BlueBeans Blr's ARR by 10%
- Closed 15 new clients
- Developed training programmes for new joiners

| Marketing Executive | (2 years) May 2017 - Mar 2019

- Successfully retained & transformed unhappy clients using my liaison skills.
- Created a vox pop video that generated over 5k organic views
- Developed & Executed the 'Find the Flaw' campaign led to 52 sign-ups, creating a buzz in the area.

>> Sales Intern at QtPi Robotics, Bangalore

(4 months) Jan 2017 - April 2017

- Expanded business in schools, corporates & societies by cold calling, onsite F2F pitching & product demonstrations

ADDITIONAL WORK

>> 9AV Ads, Hyderabad

(3 months) May 2023 - Present

- I script, produce & edit UGC content for Meta Ads

>> MerchingForward, Bangalore

(5 months) Oct 2020 – Feb 2021

- Enabled influencers to launch their own merchandise as we supported them with 360 business execution.