

Dhawal Kumar

Growth and Brand Marketer

Address:
C4-308, Gulmohar Enclave,
Rakesh Marg, Nehru Nagar III,
Ghaziabad, U.P. 201001

LinkedIn: [linkedin.com/in/dhwlkmr](https://www.linkedin.com/in/dhwlkmr)
Email: dhawalkumar@outlook.com
Phone: +91-9811678546

Education:
Bachelors of Technology,
Computer Science,
Delhi University

SUMMARY

A marketing leader with 8+ years of experience, specializing in demand generation, ABM and brand marketing. Passionate about exploring how AI is transforming GTM for B2B organizations.

I have a track record of success with data-first campaigns that drive pipeline growth and revenue for scaleups and enterprises alike. Leveraging marketing automation tools and analytics I craft multi-channel strategies, including email marketing, digital, paid media, events, content syndication, and account-based marketing (ABM) that optimize for performance and ROI.

I have a knack for telling compelling stories that translate sales/business requirements into marketing initiatives that stick with the audience and leave a lasting impression.

PROFESSIONAL EXPERIENCE

Senior Manager, GTM and Demand Generation From Feb 2024 to Present
Disprz (\$30MN Series C funded Startup), New Delhi (Remote)

- Orchestrated multi-channel demand generation campaigns in US and SEA to achieve **50% QoQ pipeline growth** and **10% increase in MQL to SQL conversion**.
- Leveraged data analytics to optimize performance marketing campaigns to achieve **85% increase in inbound lead volume**, **35% increase in paid lead volume** and **CPL reduction by 50%**.
- Developed and executed ABM campaigns that **increased account penetration by 40% and 20%** in US and SEA respectively, leading to a **20% increase in enterprise business** pipeline.
- Continuously experimented to improve performance, exploring new channels and tactics, and optimizing landing pages.

Chief of Marketing From Aug 2022 to Feb 2024
Twyn (Pre-Series A - Digital Twin Startup), Noida

- Entrepreneurial stint. Developed an industry-first immersive Digital Twin platform. **Recognized by Forbes, Nvidia, and Maruti Suzuki**.
- Managed product development and go-to-market, leading a team of 30 highly skilled engineers and 5 marketers. **Launched the MVP and realized \$1.2MN ARR**.
- Created the brand identity and established the nascent startup as a thought leader in a highly competitive market. **Reducing the CAC by 80%** and **increasing inbound intent by 8X**.
- Enabled **strategic sales via ABM** across events, digital marketing and media (PRs). Penetrated large enterprise accounts like Samsung, Panasonic Maruti Suzuki, TATA, Ministry of Defence and AB InBev.

Manager, Demand Generation From Nov 2019 to Aug 2022
Freshworks, Chennai

- Led multi-channel demand generation for Freshdesk in US, EU and ROW. Achieving 120% of KPI targets every quarter, **generating ~\$20MN pipeline**.
- Led one-of-a-kind virtual flagship CX summit across 5 regions, generating **10,000+ registrations** and **\$1.8MN pipeline** for Freshdesk.
- Crafted intent-based ABM campaigns by identifying key accounts and implementing comprehensive lead-nurture programs across PPC, LinkedIn, Emails, and Events. Resulting in a **30% increase in demos scheduled** and an **8% increase in MQL to SQL conversion** for focused accounts.
- Crafted GTM messaging for the target audience and executed campaigns across organic/paid social, events/webinars, and email nurtures. Increasing buyer engagement by 20% QoQ.

Marketing Lead (Analyst Relations and Vertical Marketing) From Oct 2017 to Nov 2019
L&T Technology Services, Bangalore

- Positioned the organization as **a leader in 45+ industry reports** from Gartner, Everest, Forrester, IDC, ISG, Zinnov, etc. Resulting in strategic edge over competition and impacting deal wins.
- Executed ABM campaigns** for Medical Devices vertical, delivering touch points across digital channels and physical events like conferences and round tables. **Impacting over \$30MN in revenue**.
- Did competitive research and crafted **GTM content for multiple verticals** in response to **RFIs/RFPs from analysts** and industry bodies.

Founding Member (Business Development) From Jun 2016 to Oct 2017
Flux (Marketing Consultancy Startup), Gurgaon

- Entrepreneurial stint. Built a team of 10 marketers to address a market gap for a marketing agency that focuses on improving the K-factor (virality) for startups **boosting brand awareness by 100-150%**.
- Led new business development for the organization, meeting and consulting budding startups about **brand identity, SEO, UI/UX and social media marketing**.