



Amitesh Kamani

Growth Marketing Manager

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PROFILE SUMMARY

I am a passionate and strategic marketing professional bringing forth over 12 years of experience in both offline and online marketing. As a T-shaped marketer, I have diverse marketing experience in growth, strategy, analytics, and digital innovation. Adept in analytical thinking, strategic planning, leadership, and building strong relationships. I thrive by creating solutions that align with business objectives.

WORK EXPERIENCE

Growth Marketing Manager | NL-ix (A KPN Subsidiary)

Jun'20 – Dec'24

In my last role I developed and manage the Growth vertical, I help NL-ix become more visible by setting up GDPR compliant inbound strategy. Areas of focus includes **marketing strategy, marketing analytics, demand generation, social media & campaign management, content strategy and marketing automation**

- Collaborate with Sales, Product Marketing and Product Management to craft **marketing strategies** and identify new market opportunities in EMEA region
- Set-up the **Marketing process** for the flow of information among several internal and external stake holders, facilitate in improving the **Sales Process** for the core peering business
- Develop **demand generation** strategies utilizing Social Media management, email marketing, paid advertising, ABM strategies, Lead Scoring and segmentation to generate high quality leads
- Formulate **Content Strategy** in coalition with Product marketing, Product management and Sales team.
- Leverage customer acquisition through **Account Based marketing** and Sales enablement
- Developed **lead scoring model** to enrich the Marketing Funnel, from Awareness to MQL and SQL. MQL grew by 5x in 3 years.
- Ideate, strategize, and analyze Digital **Campaigns**, guide Digital agency, content writers and graphic designers to create effective campaign collaterals
- Plan and facilitate in organizing industry **events**, of headcount ranging from 100 to 500 colleagues, in Denmark, Germany and the Netherlands
- Influence the C-level for business plans, marketing budgets and assist the CFO in building Revenue projection and Churn prediction model.
- Manage **marketing budget** and deliver ROI
- Manage Marketing Calendar for the internal and external communications
- **Set-up measurable KPIs** and targets for the Marketing
- Contributed to the **rebranding** effort and collaborated in the **development of new website**
- Strategize and roll out **marketing technology** stacks: HubSpot, Hotjar, Airtable and PowerBI
- Oversee Automation: Salesforce (CRM), HubSpot marketing, email marketing

Growth Marketing and Digital Strategy | Growack Media

Jul'19 – Apr'20

In this role I was working with a Digital marketing agency to provide marketing solutions to B2B clients

- Provided strategic CRM consulting, helping clients optimize customer journeys and boost engagement across paid and owned channels
- Streamlined clients' business processes by breaking them into comprehensible steps; proposed and implemented customized marketing tool solutions to optimize business performance
- Created tailored lifecycle campaigns to effectively address customer engagement needs at every stage of their journey
- Tools used: HubSpot, Phantombuster, Hunter.io, MailChimp, leadfeeder, Google Analytics

Product Marketing and Channel Manager | Vodafone

Jun'13 – Oct'18

I started as a Marketing analyst and went onto head the prepaid voice business. As a channel manager, mentored and led a team of 5 professional to drive customer acquisition and revenue growth in both B2B and B2C environment.

- **Product:** Design, Develop, Launch, Go to Market, Uptake and Maintain
- **Brand Building:** Marketing and Communication Strategy, Campaigns, Content, Consumer research

CORE SKILLS

- Demand Generation
- Marketing Operations
- Data Analytics
- Performance Marketing
- Marketing Tools: HubSpot, Salesforce CRM, WordPress, Spotler, Zapier, Hotjar
- Ad Platforms: LinkedIn, Facebook, Twitter
- Analytics Tools: Google Analytics, PowerBI, SQL and MS Excel
- Dev Tools: HTML, CSS

ADDITIONAL SKILLS

- Problem Solving
- Team lead/ mentor
- Decision making
- Strategic Design
- Empathy
- (Senior) Stakeholder Management
- Project Management

VALUES

Integrity, Collaboration

EDUCATION

MBA in Marketing and Operations
Management Development Institute, India
2011-2013

Bachelor of Technology, Chemical Engineering
Harcourt Butler Technological Institute, Kanpur
2005-2009

INTERESTS

- **Sports enthusiast** (Currently playing for a Netherlands based Amsterdam cricket club (ACC))
- **Avid Traveler** (Aiming to explore different countries and cultures throughout the world, currently covered 30+ countries)
- **Gamer** (Chess, catan and other strategy games)

WORK EXPERIENCE (Contd..)

- **Customer** Segmentation, Engagement, Retention, Winback, Value upgrade and Loyalty
- **B2C and B2B account** management: Managing Channel Partners and Vendors
- **Project:** 4G launch for Vodafone Bangalore
- Ideated, designed and priced new products, **coordinated with internal teams** for product creation, formulated GTM strategies, fixated the performance metrics and designed a tracking mechanism
- Prepared programs aimed at increasing **loyalty, engagement and revenue** from the customers
- Designed **Business cases** and collaborated with **Finance, Product, Technology, Network & Pricing teams** followed by **C-suite levels** to launch a new product or revise existing ones
- Created **Marketing and Communication Strategies** by recognizing **Value Propositions** and using market insights, consumer research, designing campaigns: Liaised with the sales team to track the **market (competition) movements** and enabled them with useful information/products to grow
- Planned and executed **GTMs** (Got to Markets), created **contents**, used ATL and BTL **campaigns across channels** like print media, radio, banners, SMS, app, **emails** etc. for promotions
- Achieved overall business growth by cross-selling services like Mpesa (Digital Wallet) and Location-based services (IoT solutions)
- Prepared weekly and monthly dashboards for **KPI** tracking
- Used extensive **analytics to Segment 5 million** customers based upon their Usage pattern/ Geography/ Demography to understand the needs and behavior of the target segment
- Generated **Consumer insights** through Data Analysis, Focused Group Discussions, Surveys, analyzing Browsing Histories, Personal Interactions & responses from call-center data to ensure maximum customer satisfaction
- Focused on customer handholding and engagement by pushing contents as per the historical preferences, using automated **voice applications** to Win-back customers
- Tracked post-launch performance and P&L of campaigns used A/B testing to check acceptability and thereby improvised campaigns to achieve better results
- Maintained Daily Run Rate of existing portfolios and launched new segmented products. **Segmented offer penetration** reached 13.5%, highest nationally
- **Mentor a team of 5 account managers** to build strong **relationship** with External Partners, Vendors & Enterprises to gather **Market insights** and thereby drive sales
- Assisted in the installation of **B2B apps** (Vodafone connect, mPower) across various touchpoints for easing out the vendor's life- Reached 100% mark in a period of 30 days
- Identified and On-boarded right team members, conducted **Training/ Product Demos** for Channel partners and Sales team
- Stumbled the **competition** by keeping a sharp eye on their activities and coming up with counter plans including Retailer Schemes, Market activities, Sales promotions etc.
- 4G launch in Bangalore: Built project plan, managed resources, ensured stakeholder communication and created reporting dashboard for successful launch of 4G