

# NIKHIL MIRASHI

Tel: +91-8007677075(M); Email: [nikhilmirashi@gmail.com](mailto:nikhilmirashi@gmail.com)

B2B Marketer with 14+ years experience in integrated marketing across regional / field marketing, marketing strategy, content marketing, PR, digital (SEO, SEM, LinkedIn), events, inbound marketing, ABM, product marketing, and pre-sales

## PROFESSIONAL EXPERIENCE

**MoEngage** - Associate Director, Marketing - Middle East and Africa (MEA)

Remote, Pune (March'22 -Feb'24)

### Responsibilities:

- Lead overall Middle East + Africa marketing - brand awareness, demand generation, and pipeline acceleration for the region
- Own the budget, messaging, marketing strategy, channel mix, and campaign execution
- Drive awareness as well as demand gen with integrated marketing via the content, digital and events for the region
- Manage all regional marketing activities: demand gen, ABM, events, customer marketing, web, content, field marketing and PR.
- Own the event marketing program calendars, organizing both Insiders events and industry events, managing all aspects of the projects from speakers recruitment to logistics.

### Achievements:

- **Pipeline:** 333% growth in marketing pipeline and 326% overall over two years
- **Bookings:** 342% y-o-y growth in bookings with 143 new logos added over two years
- **Successful launch** in new market - 30 new logos added in Saudi Arabia
- **Brand Search Volumes:** 72% increase overall with key contributions from focus markets like UAE, KSA, Egypt
- Awarded **Rockstar award** for new regional initiatives, scaling flagship event series, thematic content and organic social

**CleverTap** - Director, Enterprise Marketing

Remote, Pune (June'21 - Jan 2022)

### Responsibilities:

- Regional marketing head for India responsible for brand awareness, go-to-market, field marketing, demand generation
- Own the budget, messaging, marketing strategy, channel mix, and campaign execution by working closely with the local Sales, SDR, CS and Pre-Sales teams, to increase awareness, drive engagement, generate leads, and support conversion rates
- Track status, progress and follow up leads with operations and sales / SDR teams making sure that no lead stays unattended or is wrongly disqualified.
- Manage events – own as well as third party - right from pre-event till post event
- Work closely with the digital, content, social and PR team to provide guidance to run campaigns suitable for the region.
- Work closely with the partnerships/ alliances team to create joint marketing plans with partners.
- Interface with customer success teams for customer advocacy ( win stories, PR, case studies, speakers etc.) and also aid their efforts in expansion ( churn reduction, renewals, cross-sell and up-sell).

**Freshworks** - Lead, Product Marketing

Remote, Pune (Oct'20 – May'21)

### Responsibilities:

- **Product messaging:** Develop positioning and messaging that creates differentiation in the market
- **Sales enablement:** Communicate value proposition and provide high-value sales tools, training, and collateral
- **Product and feature adoption:** Drive adoption of the product and features amongst the customer base
- **Evangelism:** Serve as a company spokesperson and go-to thought leader for the product

### Achievements:

- Delivered a detailed recorded sales enablement training course for a product offering
- Initiated cross-sales plays to pitch product to existing customers
- Launched a product specific onboarding email flow for free trial users to reduce churn and convert to paying customers
- Advocated the product via external webinars and internal announcements
- Optimized copy for paid campaigns - ads and landing pages to improve conversions

**Dista** (earlier part of MediaAgility) - Head (Director) of Marketing

Pune (July'19 – Sept'20)

*Established the marketing engine for Dista - a location intelligence platform on Google Cloud and Maps*

### Responsibilities:

- **Product messaging:** Develop high level messaging for overall platform, solutions and industry use-cases
- **Content strategy:** Planning & creating assets including website, product collaterals, customer success stories and more
- **Marketing Operations:** Own the martech stack -web analytics, SEO tools, chatbot, CRM, marketing automation and budget
- **Inbound Marketing:** Laid the foundation with on-page SEO, off-page activities, email and organic social media

### Achievements:

- Generated 100k revenue (with 2 wins in Australia) from 33 marketing sourced leads within 6 months of new website
- Drove organic search visibility by ranking in top 2 SERP pages for 17 keywords
- Executed first major trade-show participation as well as joint webinar with partner (Liveli)
- Won the 'Best Brand Website Design' at Foxglove awards 2020

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**CloudMoyo** (an Icertis group company) - Sr. Manager, Marketing

Pune (Sept'15 – June'19)

*Set up an end-to-end Marketing function to drive awareness and support pipeline for services and products*

#### Responsibilities:

- **Integrated Marketing:** Paid media, website relaunch, on-page and off-page SEO, email, events & social media
- **Product Marketing:** Positioning, messaging, sales enablement and go-to-market for SaaS Product Suite
- **Partner Marketing:** Supported the relationship with Microsoft - events, collateral, enablement, portal listings and joint campaigns
- **Team building:** From solo marketer, hired and mentored a team of 6 marketers
- **Employer Branding:** Collaborate with HR for various avenues to elevate company brand for talent acquisition & leadership profiling

#### Achievements:

- Launched enterprise SaaS for railroads right from messaging, web presence and go-to-market resulting in 500k pipeline
- Awarded 'Best New Employee 2015' for successfully launching new brand identity with revamped website and social presence
- Bagged 'Team of the quarter 2018' for boosting brand presence resulting in free media mentions (Geekwire, Inc42 etc.)

**Icertis** (Part-time) - Sr. Regional Marketing Manager (Asia Pacific & India)

Pune (April'16 – Aug'18)

*Led marketing efforts in the APAC region including: events, campaigns, localization, sales enablement, partner marketing*

- **Field Marketing:** End-to-end event management including sponsorship, planning, execution, messaging, logistics & booth manning for GITEX (Dubai), ProcureCon (Singapore), Future Decoded (Mumbai), Lex Witness events
- **Employer branding:** HR Branding for India geography primarily focusing on outdoor, print and corporate videos

#### Achievements:

- Drove 500+ net new leads in emerging regions via trade shows such as GITEX (Dubai), ProcureCon (Singapore), Future Decoded (Mumbai), Lex Witness digital event series
- Expanded employer brand awareness via omni channel recruitment / tech events, print and ATL media such as Azure Bootcamp, Times of India, Billboard series across Pune and Bangalore

**Cognizant** - Senior Business Development Analyst

Pune (April'12 – July'15)

#### Pre-sales, Business Development & Marketing Support – SAP Practice

- Bid manager for SAP deals (RFPs, RFIs, RFQs) for life-sciences industry; won 15 deals worth over \$30mn TCV
- Strategize with cross-functional teams to create sales pitch, commercial proposition & solution approach
- Competitive positioning of Cognizant for Analyst relations (Gartner) & events (Sapphire) etc.
- Preparation of marketing collaterals viz. fliers, decks, case-studies, mailers & web pages

**NIIT** - Executive Management Trainee

Delhi/ Kolkata (June'10 – March'12)

*18 month rotational leadership development program aimed at creating a pipeline of future leaders for NIIT with rotations across BUs*

#### Highlights:

- Led promotion of 'NIIT Techno-commerce' in East Zone via sales enablement, trainings, seminars and marketing plans
- Launched a greenfield product (IFBI-PCPO) including Market Research, Competition analysis, Concept-designing, Market entry strategy, Sales Training & Marketing Plans (exceeded target by 25% in pilot launch in 5 cities)
- Facilitated launch of NIIT's e-Guru solutions for schools in 4 cities generating 280+ leads via events, website and inside sales

#### Achievements:

- Successful launch of product in Hyderabad region and spearheaded revival of nascent product in Kolkata & East Zone

## EDUCATION

Year	Details	Institution
2008-10	Post Graduate Diploma in Management (PGDM)	S. P. Jain Institute of Management & Research, Mumbai
2003-07	Bachelor of Technology (Mechanical)	College of Engineering, Pune

## SCHOLASTIC ACHIEVEMENTS

- Achieved distinction in all years in Engineering and consistently among 'Mech Top 20' in batch of 150
- Recipient of Maharashtra High School Scholarship & **1st rank at district level** in Maharashtra Talent Search Examination
- Awarded **Best Outgoing Student** in school for achievements in academics and co-curricular activities

Read: [Personal Blog](#)

**VISA:** U.S. B1 visa (up to 2027)