



businesses.

B2B MARKETING EXPERT

SHILPA KULKARNI

Experience in marketing and communications, specializing in developing and executing marketing campaigns and go-to-market (GTM) strategies for IT

Currently spearheading comprehensive marketing strategies to position Zones as a leading provider in the Cloud market, driving brand awareness and lead

Expertise in leveraging digital channels, industry events, and thought leadership

Successfully developed and implemented content marketing initiatives such as webinars, blogs, datasheets, product demo videos, and email marketing to

Proven capability to analyze, monitor, and improve marketing metrics, resulting in a 270% improvement in website performance and a 120% increase in social

Proficient in CRM tools such as Hubspot, Salesforce and Marketo, as

Skilled in web design using platforms like Wordpress and Mouseflow, along

with expertise in design tools including Adobe Photoshop, Premiere Pro. Completed two courses under the Executive Education wing from

the Indian Institute of Management Ahmedabad (IIMA), India.

initiatives to drive brand positioning and market penetration.

well as social media analytics platforms like Hootsuite and

B2B Marketing expert with a proven track record of over 11 years in driving marketing and communications strategies for IT businesses, specifically SaaS, PaaS and cloud solutions. Seeking opportunities to leverage expertise in B2B marketing, Content Strategist, Social media analytics, Customer Success to drive brand awareness and lead generation. Preferably in India, Europe and East Asia

CORE COMPETENCIES

Marketing Strategy & Execution

SOFT SKILLS

Change Agent

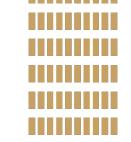
Planner

Problem Solver

Decision Maker

Interpersonal

Leadership



CAREER TIMELINE

media engagement.

SocialSprout.

PROFILE SUMMARY

generation for Cloud and Data Center solutions.

enhance brand awareness and engagement.



TECHNICAL SKILLS

MS Office Suite Outlook



WORK EXPERIENCE

Zones, Gurgaon | Cloud and Data Center Services Global Marketing Manager | Feb'23 - Present

Key Result Areas:

- Spearheading comprehensive marketing strategies to position Zones as a leading provider in the Cloud market, driving brand awareness and lead generation for Cloud and Data Center solutions.
- Developing and implementing content marketing initiatives such as blogs, datasheets, product demo videos, and email marketing to enhance brand awareness and engagement.
- Strategized and implemented comprehensive go-to-market plans, segmented ideal customer profiles (ICPs), and developed upsell and adoption strategies for new cloud and data center services. Managed analyst relations in collaboration with the head of Cloud & Data Center and sales enablement teams to craft the Zones story of Cloud solutions and build a robust pipeline.

Sapper.ai, Pune | Marketing Lead | Jun'22- Jan'23

Key Result Areas:

- As the only Marketing person in this startup, I single-handedly constructed content marketing campaigns to raise awareness, including blogs, datasheets, product demo videos, email marketing, so on.
- Led development and client communications; reported to the CEO evaluated, tracked, and enhanced marketing indicators for social media (120%) and website performance (270%)

PTC, Pune | Senior Customer Marketing Specialist | Oct'16-Nov'21

Key Result Areas:

- As part of the Global Customer Marketing team, led marketing content development for both internal and external channels, including product marketing programs such as webinars, account-based marketing campaigns, and social media channels.
- Worked on business proposals for multiple segments of technology services, evaluated and executed marketing strategies to build brand awareness and positioning, and enabled go-to-market strategies for new SaaS, PaaS and existing products.



TREVIOUS EXPERIENCE

Cognizant, Bangalore | Business Analyst | Jul'12 - Sep'16



S EDUCATION

- Master's Degree in Media & Communication, Manipal University, Manipal, 2010-2012
- Bachelor's Degree in Commerce, C.S.I College, Karnataka University Dharwad, 2006-2009



YKEY ACHIEVEMENT

 Team member of the Quarter - Recognition for Outstanding Contribution to Cloud & DC Marketing Strategy and **Brand Positioning**



CERTIFICATION

- Sept 2023 | Marketing Tools for Digital Media & Platforms | Indian Institute of Management Ahmedabad (IIMA), India
- June 2024 | B2B Marketing | Indian Institute of Management Ahmedabad (IIMA), India

PERSONAL DETAILS

Date of Birth : 6th Nov'87

Languages Known : English (Expert), French (Basic)

Address : Gurugram, India