

Tarun Kumar

Marketing Leader



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Experiences

Summary

Cashfree Payments (Head of Digital Marketing)

Oct`22 - Jan`24

Bengaluru

- Spearheaded digital marketing function and managed team including SEO, Content, Performance Marketing and Lead Enrichment.
- Developed a Go-To-Market strategy tailored to product lines and targeting clientele ranging from enterprise to SMB levels.
- Successfully captured demand and optimized content, resulting in a conversion rate increase from 6% to 20%.
- Achieved a 100% growth in organic traffic and doubled leads from non paid channels.
- Generated 24,000 leads through outbound efforts and lead enrichment activities.
- Reduced the paid budget by 40% and improved the Customer Acquisition Cost (CAC) by 20%.
- Improved Domain Authority (DA), SEO rankings, and backlinks for the website, and effectively managed external agencies and collaborated with internal stakeholders to synchronize strategies with business goals.
- Implemented MoEngage and designed user journeys to facilitate seamless onboarding of customers throughout the sales funnel.

A digital marketer with more than 11+ yrs of experience in demand generation & capture. Specialized in digital, go to market & growth hacking within the Fintech, B2B, SaaS & Edtech. Have also worked for Xto10X, JSW One, Recur club as consultant.

Most proud of

- Have been part of the growth journeys of emerging companies from 0 to 100.
- Build relation with all the stakeholders
- Ability to learn, unlearn & relearn
- Have helped the companies to improved the brand awareness
- Budget Planning & Controlling, Funnel Optimization

Hubilo (Senior Marketing Manager)

Mar`21 - July`22

Bengaluru

- Managed GTM Marketing, Branding, Demand Generation and Digital Marketing Developed a comprehensive marketing strategy across various platforms to acquire leads .
- Contributed to the company achieving a significant milestone with \$10 million in Annual Recurring Revenue (ARR).
- Enhanced lead optimization and improved the Sales Funnel through targeted Marketing Campaigns.
- Utilized HubSpot for lead management and nurturing across all channels to cultivate a robust sales pipeline.
- Oversaw an annual budget of \$8 million USD
- Implemented personalized website experiences and focused on Conversion Rate Optimization (CRO).
- Primarily focused on US, UK, APAC Markets.
- Managed agency & partnership

Platform Knowledge

- CRM-Hubspot, Salesforce, Zoho etc.
- Lead Generation-Google Ads, FB, LinkedIn, YT, Media Buying etc.
- ABM-LinkedIn Sales Navigator, 6sense, Demandbase etc.
- Marketing Automation-MoEngage, Hubspot, Clevertap, Webengage etc.
- Marketing Platforms-Instapage, Unbounce, Optinmonster, Buzzsumo, SMS & WhatsApp Campaign, Figma, Canva, WordPress etc.
- Managing the third party agency for SEO, Content, Analysts etc
- Sound Knowledge of Google Analytics, Google Tag Manager, Google Search Console, Hubspot, Salesforce, Mixpanel, Ahrehs, SemRush etc.
- Event marketing - Virtual & Physical, Partnering for co branded events.

MoEngage (Digital Marketing Lead)

Dec`18 - Feb`21

Bengaluru

- Spearheaded the geographical expansion of MoEngage into regions including APAC, ME, US, and UK.
- Responsible for overseeing global inbound lead generation efforts to enhance and broaden the existing business scope.
- Executed multiple A/B testing campaigns to enhance performance and attain exceptional conversion rates.
- Utilized HubSpot for efficient lead management and nurturing across various channels, thereby streamlining funnel progression.
- Managed annual budget of \$900,000 across all paid channels.
- Achieved \$10 million ARR milestone through a digital-first approach.

Texila American University (Marketing Lead)

Apr`18 – Nov`19
 Coimbatore

- Planning, Budgeting - For all marketing activities (Offline & Online).
- Have rolled out one of the biggest scholarship programs for TAU, Zambia worth (1.3 Million ZMW).
- Targeted the user based customer life cycle journey & the state they are in for better conversions.
- Led 4 new product development and launched with online customer acquisition models whereby generated 5000 leads a month for the niche product.

Toprankers (Digital Marketing Lead)

Sept`17 - Mar`18
 Bengaluru

- Responsible for Marketing of the Mock Test business in India
- Accountable for the P/L of the major revenue categories in Toprankers worth INR 60 lakhs annually
- Developed additional product features to keep the user engage & scale the DAU on the website
- Design and redevelop the sales process for optimization and stellar conversion rates
- Driven ORM and devised a plan for the marketing spends and touchpoints
- Catalogue creation and optimization for operational effectiveness
- Content marketing initiative to improve website SEO & increase website traffic by 25%
- Helped them in improving the mobile app UI/UX & get them 60K downloads within a 1-month out of that 50% were the active users
- Managed the user's life cycle & targeting them accordingly

Simplilearn (Online Marketing Manager)

Oct`14 - Aug`17
 Bengaluru

- Responsible for online marketing of the certification training business across the globe
- Increased the lead volume by 2X times by adding the new channels & scaling it
- Scaled the existing business globally & optimized it across to keep the CPL intact
- Implemented new strategies for better customer retention & re-engagement for Upsell /Cross-sell
- Planned the online marketing budget for the respective program & helped the category team with the key insights to out-beat the competition.

Edureka (Digital Marketing Executive)

Sept`13 – Sept`14
 Bengaluru

- Increased the lead by 2x through Affiliate and Media Buying which has increased Conversions by 10%
- Reduced the CPC by 1x and CPM by 2x within 3 months by remodelling the marketing campaigns around the optimal product mix
- Helped the business to grow 100x QoQ through capturing the demand across the globe.

Education

- PGDBM - Marketing from MSRIM, Bengaluru
- B.B.A (Marketing) - DAVV, Indore
- X & XII - CBSE Board, Chinmaya Vidyalaya, Bokaro Steel City

Skills

