Tarun Kumar

Marketing Leader



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Experiences

Cashfree Payments (Head of Digital Marketing)





- 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.

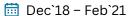
Hubilo (Senior Marketing Manager)

mar 21 - July 22



- 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

MoEngage (Digital Marketing Lead)





- 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.

Summary

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

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.

Texila American University (Marketing Lead)

m 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



- 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)

Ct`14 - Aug`17



- 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 & reengagement 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)



- 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

Content Development

Email Marketing Campaign Analysis

Communicator

Copywriting

SEO Optimization

Product Marketing

Team Management Cross Functional Skills

Project Management

Collaborator Event Marketing

Growth Hacking

Account Based Marketing

Conversion Rate optimization

Growth Marketing A/B Testing

Content Marketing

Integrated Marketing Campaigns

Marketing Analytics

Marketing Operations

Marketing Automation

Ecommerce Expert

Product Marketing

Messaging

Analytics

ROI

Media Strategy

Web Traffic

Program Management

Go to Market Strategy