

# Garima Arun Kumar

Female, 32 years

Current Location: Baner, **Pune**

## ACADEMIC QUALIFICATION

PGDM B.com (Accounting and Finance)	2016 2013	IIM Shillong K.C College, University of Mumbai	6.53 CGPA 82.83%
Class XII	2010	Smt.Sulochanadevi Singhania school, Mumbai (ISC)	85.67%
Class X	2008	Smt.Sulochanadevi Singhania School, Mumbai (ICSE)	90.29%

## WORK EXPERIENCE

**Trundl** **APAC Marketing Manager** **Dec 2023 – Aug 2024**

- **Campaign execution:** Planned and executed **national marketing campaigns (Ex: Trundl's "Big 10" campaign)**
- **Events:** Planned and executed product webinars, sponsored APAC events and community events to market our products and services, generated 40 MQLs out of 180 people.
- **Partner marketing:** Collaborated with Atlassian community events to generate brand awareness + generate 10+ leads per event. Converted an MQL (\$110K deal) via a community event.
- **Product marketing webinars and newsletters:** Worked with product team to create a 6 month marketing plan including customer reach-outs, webinars, product newsletters and offers
- **Content creation and strategy:** Content creation for events, event playbook, Case studies, ABM campaigns, email/social campaigns
- **Budget + Media planning:** Worked closely with local leadership & agencies to create a half-yearly marketing plan
- **Tools used:** Trello, Hubspot, Salesforce, Slack, Canva

**Voluntary Career Break: Apr 2023 – Dec 2023**

**Disprz.ai** **Sr Marketing Manager** **Feb 2021 – Mar 2023**

### Team Leader

- **Strategic Marketing Leadership:** Headed Outbound marketing for 2 years, leading a team of 5 people and handling a budget of INR 1 CR+
- **Content marketing:** Created **brand videos, product videos and manuals, thought leadership articles, blogs, case studies, competitive decks, battle cards** and event related content (presentations, speaking session write-ups, panelist questions)
- **ABM and cold campaigns:** Developed and deployed TOFu, MOFu and BOFu campaigns through **right channels and prospect groups: Email, social, events, website, newsletters (with 10 qualified demos a month as target)**
- **PR:** Working with a PR agency- Award submissions, PR coverage for important events, dissemination through print and virtual media across South Asia and ME market
- **External media management and partnership:** Handling end-to-end thought leadership projects including contract management + conversion metrics (like website traffic, social banners, clicks on emails, newsletters) with agencies like Times Internet (**achieved 500 MQLs**) and Peoplematters (**achieved 200 MQLs**), with a 1 Cr budget for this + events.
- **Events & demand generation: 30% SQLs generated from events**, organised various formats including close-door, partnered, large format, customer events and sponsored events (physical and virtual).

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- **Customer marketing:** managed customer engagement **activities from contract signing to farming**. Created **farming playbook** that included bespoke seminars, joint case studies and testimonials
- **Social media:** creating product based campaigns (ex: #levelup with LXP- **10 enquiries**), launching new products or services (ex: Analytics builder), landing pages.
- **Digital marketing platforms:** Hubspot, Mailchimp, SF, GA, Google Ads, content and creative for LinkedIn ads.

**Wipro Ltd.**

**Marketing Manager**

**Jun 2016 – Jan 2021**

#### **Strategic Marketing**

- Build and institutionalize marketing infrastructure for a business unit (Application Services) with a \$100 Mn pipeline. **Lead nurturing and influenced 75% of pipeline through marketing** and branding activities
- Demand/lead generation - generated **65 marketing qualified leads** in a quarter through virtual events, webinars, workshops, social media campaigns and form fill campaigns
- **Inbound marketing:** Thought leadership (White papers, POVs etc), leadership videos on new solutions, customer testimonial, updating our latest offerings on the website periodically, optimising keywords, organising webinars
- Experience in using **Marketing tools** like Salesforce Social Studio (social listening tool) and Pardot (email campaign tool)
- **Content Marketing and management:** Maintain and develop Thought Leadership, Marketing & Sales Collaterals like Case studies, market positioning collaterals, solution brochures, videos, customer testimonials, press release, etc.
- **Analyst engagements:** Maintaining analyst relationships through briefings, advisory and enquiries and ensuring top rankings of our services in their periodic market reports
- **Event Management:** end-to-end event management including pre and post event social media promotions, customer engagement, follow up campaigns, booth management and overall positioning of the brand at the event.
- Campaign management: **Running 360 degree campaigns** for our new age solutions across multiple channels

#### **Solution Development Strategy**

- **Designing solutions** and strategy for our clients based on their requirements, acting as an integrating factor for technical and functional teams to make one story/pitch.

### **INDUSTRY INTERFACE (INTERNSHIPS)**

**Germinacion Capital Advisors**

**Management Internship**

**Apr 2015 - May 2015**

#### **Financial Modelling and Business Development**

- Developing **information memorandums**, identifying **gaps in financial models** and **competitor analysis** for the client
- Analysed and made implementable **recommendations for business development options** for an e-commerce start-up
- Conducted primary and secondary research in the **healthcare domain**. Primary market research on paramedics and nursing staff as a part of the incubation team for a healthcare startup

**Unsung India**

**Internship**

**Nov 2013 - Jan 2014**

#### **Corporate branding and travel research**

- Appointed as the **head for corporate branding**, conceptualized new ideas and activities as a part of the marketing strategy, **Offline marketing** at client location- cross/up sell curated holiday packages and carry out promotional activities
- Researched on holiday spots and **initiated tie-ups** with non-hotel accommodations like resorts/villas in Maharashtra/Goa

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