

Sandeep Kumar Sharma

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With over 10 years of experience in omnichannel marketing, I excel in leading marketing operations and building high-performing teams that consistently deliver measurable results. While my in-depth technical expertise is outlined below, my core strengths lie in leadership, creativity, and the ability to adapt to changing environments. I thrive on delivering innovative solutions that drive business growth and optimize team performance, ensuring alignment with client objectives and producing impactful outcomes.

Technical Skills

Marketo Engage Pardot HubSpot Salesforce Marketing Cloud Salesforce CRM WordPress Asana, Monday.com, Jira

Web Analytics Tracking & Implementation Canva and Media Creation Tools

Work Experience

May 2014 - Present

CandorWorks Pvt. Ltd. (Pune, Maharashtra)

Director Marketing Program (July 2023 – Present)

- Led omnichannel marketing campaigns across digital, social, email, and outbound channels, driving a 10x improvement in lead quality, team performance, and client satisfaction.
- Directed marketing automation and digital teams, overseeing the implementation of Marketo, Pardot, HubSpot, Salesforce, SFMC, and CMS platforms (WordPress, Sitecore), ensuring effective campaign execution and alignment with client goals.
- Developed tailored B2B marketing strategies for 9+ marketing automation clients, managing 1000+ lead generation accounts, significantly increasing lead conversion rates and fostering long-term business growth.
- Introduced and launched new engagement channels such as interviews, podcasts, and Q&As, boosting engagement on publication websites and driving traffic.
- Merged systems and creative solutions with team development, resulting in a 10x improvement in team performance and service quality. Directed training and development of team members, establishing new leadership tiers and fostering a culture of continuous growth and excellence.
- Cultivated robust relationships with key clients by providing timely updates, comprehensive performance reports, and strategic insights, ensuring high satisfaction and fostering enduring partnerships.

Key Achievements

- Led marketing teams to a 90% retention rate and a 10x productivity increase through KPI optimization, targeted initiatives, and process improvements.
- Elevated revenue and brand presence with strategic digital marketing and content monetization.

Associate Program Manager (September 2015 – July 2023)

- Key role in scaling lead generation services from 100 to 70,000+ leads monthly by optimizing omnichannel strategies.
- Led the end-to-end marketing automation process, from initial inbound marketing, lead capture, lifecycle management, lead nurturing, scoring, and reporting, bridging the gap between marketing and sales to deliver sales-ready leads.
- Managed migrations from Marketo to Pardot and Pardot to HubSpot and implemented reporting dashboards.
- Successfully launched 8+ publication websites, achieving an average of 25,000+ monthly organic traffic per site, creating a new revenue stream through content monetization.
- Created and led media content (graphics, whitepapers, videos) that boosted marketing efforts and enhanced engagement.
- Built and scaled the team from 1 to 50+ members, introducing process improvements that enhanced efficiency and team performance.
- Increased revenue through cross-channel campaigns across content marketing, social media, and paid media.

Key Achievements

- Built digital, marketing automation, IT, and tech teams, expanding marketing capacity.
- Boosted productivity by 50% through process and tech improvements.

Jr. Business Development Executive (May 2014 – September 2015)

- Executed campaigns using Marketo, WordPress, and Salesforce.
- Managed social media content and campaigns, supporting marketing automation and client needs.
- Maintained databases and worked with cross-functional teams to meet client objectives.

Key Achievements:

- Laid the foundation for marketing operations processes that ensured client success and internal efficiency.

Education

Master of Computer Applications

MAEER's Art, Science And Commerce College, Pune, Maharashtra (2011-2014)

Bachelor in Computer Applications

Suryadatta College of Management, Information Research & Technology (SCMIRT), Pune, Maharashtra (2008 - 2011)

Certifications

Adobe Certified Professional - Marketo Engage Business Practitioner (Adobe - 2024)

Skills

Core Competencies: Omnichannel Marketing Strategy, End-to-End Marketing Automation, Lead Generation, Demand Generation, Marketing Technology Stack Integration, Cross-Channel Campaign Execution, Project Management, KPI Setting and Management, Data Analysis & Management, Team Leadership and Development

Soft Skills: Synergistic Collaboration, Visionary Leadership, Dynamic Team Building, Agile Adaptability, Persuasive Communication, Innovation & Creativity, Strategic Problem Solving