MANGESH ASHOK KANASE
Digital Marketing Manager

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Personal Summary:

Dynamic and results-oriented Marketing Manager with 8+ years of expertise in B2B and eCommerce sectors, driving lead generation, conversions, and revenue growth through data-driven strategies. Proficient in demand generation, ABM, performance marketing, and analytics (Adobe Analytics, Google tools, Tableau). Skilled in leading cross-functional teams, campaign management, and market research. MBA graduate with a passion for leveraging data to create impactful campaigns and optimize marketing ROI. Committed to continuous learning, industry best practices, and fostering collaboration for business success.

Core Competencies:

Digital Marketing | Account Based Marketing |Global Marketing Strategy | Go-To-Market |Partner Management | Vendor/Agency Management | CRM Migration and Management | Research Qualified Leads | Demand Generation | Product Marketing | Paid Ads | Project Management | Email Marketing | Google Analytics | Google Tag Manager | Business Analysis | Team Leadership | Google News Expert

Work Experience Summary: Total 8+ Years of Experience in Digital Marketing Industry

Company: Invince (formerly UpsideLMS)   *Sept 2023- till date*
Designation: Digital Marketing Manager

As the Digital Marketing Manager at Invince, a leading LearnTech solution provider, I drive high-impact marketing strategies and execute global campaigns that propel brand visibility, lead generation, and revenue growth across multiple regions, including the US, Middle East, SEA, and India.

Roles and Responsibilities:

- Report directly to the CEO, leading a marketing, content and demand generation team of seven professionals.
- Drive market strategy, growth marketing, go-to-market (GTM) initiatives, and revenue generation.
- Oversee corporate branding, social media management, marketing operations, and sales enablement.
- Leverage AI platforms to automate various tasks, including content creation, LinkedIn outreach, marketing automation, and converting website visitors into customers, ensuring efficiency and scalability across processes.
- Established a new demand generation team and executed a targeted marketing strategy improving lead quality (MQLs, SQLs, and appointments) through streamlined processes.

- Manage all end-to-end marketing activities, campaign planning, execution, and optimization across multiple channels, CRM management, marketing automation, Market research, competitor analysis, paid campaign management, data analysis and brand awareness.
- Collaborate with Sales Heads, Product team, Customer support, customer success and head of IT to align marketing strategy with business goals.
- Successfully launched and managed LeAP Program that meet customer needs and contributing to company growth.
- Helping to increase customer satisfaction and engagement through continuous product enhancements.
- Oversee partner onboarding and partner enablement programs.
- Collaborate with vendors to plan, execute, and manage email campaigns, digital ads, and events, ensuring seamless delivery and alignment with marketing objectives.
- Plan and manage the calendar for conferences, events, exhibitions, and corporate presentations to showcase the company's growth trajectory.

Company: UpThink Edutech Private Limited   *Aug 2022- 31 May 2023*
Designation: Digital Marketing Manager

Roles and Responsibilities:
- Developed and executed comprehensive digital marketing strategies to increase brand awareness and drive lead generation.
- Managed end-to-end campaign planning, execution, and optimization across multiple channels, including SEO, PPC, and social media.
- Leveraged marketing automation tools to streamline workflows, improve efficiency, and enhance campaign performance.
- Conducted in-depth market research and competitor analysis to identify target audience segments and key marketing opportunities.
- Created engaging content and compelling copy for various digital platforms to maximize audience engagement and conversions.
- Collaborated with internal teams, including design, content, and development, to ensure seamless campaign execution and consistency in brand messaging.
- Developed and managed email marketing campaigns, utilizing segmentation and personalization strategies to drive customer engagement and retention.
- Prepared and presented comprehensive reports on campaign performance, providing actionable recommendations for continuous improvement
- Coordination with US based Sales Team and developing sales & marketing strategy to engage new logos.

Company: AviraInsights Technologies   *Jun 2020 - Aug 2022*
Designation: Marketing Manager

Roles and Responsibilities:

Project 1: Account Based Market intelligence^{TM} (ABMi^{TM})/ Research Qualified Leads^{TM} (RQL^{TM})

Responsibilities:
- Lead end-to-end marketing campaigns with a focus on customer insights, brand positioning, thought leadership, targeting, segmentation, and campaign analysis.
- Develop annual and quarterly marketing plans for key accounts focused on customer acquisition.
- Collaborate with the sales team to create growth strategies and optimize engagement in high-value accounts.
- Conduct in-depth research to understand target market pain points and uncover opportunities to improve marketing effectiveness.
- Define and track metrics to measure the performance of marketing and sales campaigns.
- Identify the most effective marketing materials, channels, and messaging for key accounts.
- Create and implement pipeline acceleration programs and lead generation initiatives for targeted accounts.
- Improve marketing effectiveness through refined audience segmentation, advanced marketing techniques, and process optimization.
- Stay updated on the latest account-based marketing strategies and run multi-channel, personalized campaigns.
- Lead email marketing efforts by coordinating with content and tech teams, ensuring best practices in deliverability, hygiene, and automated nurture campaigns.
- Engage Ideal Customer Profiles (ICPs) through webinars, whitepapers, and surveys, generating MQLs, SQLs, and BANT leads for conversion by the sales team.

Clients worked with: Wipro, Tata Teleservices, Fujifilm, Twillio, Fretworks, 3DS, Skillsoft, Quess Corp, IoT83, iMocha, Azuga, Mass soft, Ascent HR, Toch.ai, Claimocity, Aeris Communication, Deepiping, PureB2B, EMIS, Closer Still Media, and many more

Project 2: Market Research Reports Marketing:
- **InForGrowth**: Reseller Platform
- **AllTheResearch**: Premium Publisher
- **ResearchCMFE** : Research Publisher
- **In4Research**: Syndicate Report Publisher

Responsibilities:
- Manage the entire 10 people marketing team & reporting to group CEO.
- Brainstorm new and creative growth strategies, planning & implementing across all the online channels.
- Plans and executes all web, SEO/SEM, database, email marketing, social media campaigns.
- Designs, builds, and maintains our social media presence.
- Promotional activities to generate high quality workable inbound leads.
- Day-to-day management and optimization of marketing tactics. Set up, manage, and optimise various tactics/ campaigns across multiple channels.
- Measures and report performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and provides similar keywords to the research team and requests to add trending/hot selling topics into the research report repository.
- Monitor multiple campaigns performance, rankings and website traffic, generate reports when necessary, and continually work to improve results.

- Collaborates with the technology team to create landing pages and optimize user experience through email marketing & other campaigns. Changes in website as per requirement.
- Maintains digital marketing staff by recruiting, selecting, and training employees.
- Monitor and report on competitor activity & Oversee and manage the marketing budget.
- Involved in all marketing, research, sales activities and managing all the functions from the operational side.

Project 3: Marketing for FABRIC Platform (ML Based Platform)

Responsibilities:
- FABRIC is an ML based platform and provides strategic information to decision makers specifically in the Artificial Intelligence and AR VR sector.
- Build and maintain marketing and content editorial calendar and written guidelines
- Setup paid and social media campaigns. Activities for Social media for brand awareness, increase page followers, brand value and engagement.
- Track marketing performance and return on investment and prepare weekly or monthly reports for management.
- Partner with marketing and business development teams to develop content for customer-facing webinars and engagements. Using content, generate leads and deliver to business development team to nurture them further.
- Work with technology, research, content & sales teams to understand market trends and develop deep category expertise to generate maximum business.
- Responsible for all the marketing operations & led generation activities.

Project 4: IntelB2B, Avira Surveys (Survey Platform)

Responsibilities:
- IntelB2B, Avira Surveys are survey platforms where research team create surveys and marketing team promote them and generate responses for the primary research. Use these platforms to generate BANT/MQL/SQL/HQL leads.
- Set up email marketing infrastructure right from domains, ESP, calendar, content and proceed with email marketing.
- Collaborate with Content, research, tech team members to evaluate these platforms effectively.
- Operate survey platforms as a SAAS product.

Company: Beathan Reports Pvt Ltd, Pune   *Jan 2020 – May 2020*
Designation: Digital Marketing Consultant

Roles and Responsibilities:

- Provide weekly 15 hour consulting sessions.
- Monitor Google analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with client goals.
- Plan, develop and manage web campaigns and channel tracking.
- Communicate with the web marketing team about analysis from campaigns.

- Produce reports for the Management team & monitor performance trends with all campaign activities
- Determine most important KPIs to track & discuss the customer experience and behavior with the marketing team, sales team.
- Created and developed strategies for all of the initial social media accounts (Facebook, LinkedIn, & Twitter).
- Implement Google Analytics & Search console for multiple WordPress websites.
- Helping to hire, train, and develop a strategy for a content-focused SEO team.

Company: Persistence Market Research Pvt. Ltd; Pune   *Dec 2018 - Oct 2019*

Designation: Sr. Team Lead (Digital Marketing)

Roles and Responsibilities:

- Develop and manage the global digital marketing strategy and roadmap.
- Create GA dashboards and provide ongoing analysis of business metrics, sales trends, and revenue.
- Analyze GA data to identify website issues and create insightful reports for improvements.
- Monitor visitor behavior and apply new optimization strategies to increase search visibility.
- Collaborate with SEO, content, and campaign teams to enhance campaign effectiveness.
- Analyze website traffic, bounce rates, and conversion data, providing actionable business insights.
- Streamline reporting processes to focus on impactful analysis.
- Produce regular reports on referral, organic, and social media traffic performance.
- Work with creative and media teams to build a lead generation marketing strategy.
- Evaluate mobile performance, optimize search rankings, and create content to boost brand awareness.
- Implement tags for CTA buttons in GTM for new web pages.
- Optimize internal site search using accurate metadata and manage website content updates.
- Manage digital channels to ensure brand consistency and oversee a team of 12 marketing professionals.
- Continuously improve performance and drive high traffic to the website through various strategies.

Company: Absolute Reports Pvt. Ltd; Pune   *Feb 2016 - Dec 2018*

Designation: Team Lead

Roles and Responsibilities:

Executed SEO activities on Sweden-based projects. Responsible for keyword improvement on Google search results. Working as part of a busy web marketing team involved in tactical planning & scheduling of lead generation across multiple media. Responsible for ensuring that promotional activity is targeted and effective in attracting potential customers across the globe.

- Plan and execute SEO strategies across all digital channels; monitor and optimize campaigns.
- Conduct site analysis, keyword research, and identify link-building opportunities.
- Stay updated on search engine algorithms, ranking factors, and industry trends.

- Analyze website performance and provide recommendations to enhance search visibility.
- Track visitor behavior and recommend optimization strategies.
- Implement Google Analytics and develop marketing strategies for WordPress sites.
- Build high-quality link-building strategies using advanced SEO tools.
- Expert in on-page/off-page SEO techniques, keyword research, and competitor analysis.
- Optimize websites for maximum search engine visibility and ranking.
- Manage webmaster tools to resolve site issues and boost organic results.
- Knowledgeable in e-commerce, web analytics, content management systems, and online marketing channels.
- Experience in SEO, social media marketing, blog marketing, and content marketing.
- Collaborate with management to set lead generation and performance goals.
- Create and execute campaigns for branding and promoting special reports.
- Manage and train a team across various industry verticals, driving lead generation and target achievement.
- Monitor SEO rankings, improve results, and collaborate with the sales team to enhance lead quality.
- Build efficient processes and continually improve SEO and lead generation practices.

Education Details:

1. **Master of Business Administration (Marketing) with 62% (**2015**)**
   Navsahyadri Group of Institutions, Nasarapur (Pune)
2. **Bachelors in Computer Application (BCA) with 65% (**2011**)**
   YDCM College Karad

Courses:
1. Adobe Analytics Implementation + Reporting Training from Xcademy Chennai
2. **Digital Marketing Certification** from School of Digital Marketing, Pune

Certifications:
- Adobe Reporting & Analytics Certification by NASBA - LinkedIn Learning Group (16 Apr 2020)
- Google Tag Manager Fundamentals (Feb 2020)
- Google Analytics Individual Certification (Feb 2020)
- Tableau Author Badge Completed (May 2020)
- Build and Share a COVID-19 Dashboard in Tableau by Udemy (May 2020)
- Digital Marketing Certification by School of Digital Marketing, Pune (Dec 2015)

Personal Details:

- **Date of Birth:** 02 November, 1990.

- **Current Address:** Flat 3, Suyash apartment,, Moraya Park, Lane 4, Pimple Gurav, Pune 411061

- **Language Known:** English, Hindi & Marathi

Thank You,
Mangesh Ashok Kanase