

Preety Singh

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SUMMARY

Marketing Manager with **7+ years of experience in B2B and B2C marketing**, specializing in **digital marketing, demand generation, and full-funnel growth strategies**. Proven expertise in driving **pipeline growth, customer acquisition, and ROI optimization** by aligning **top-of-funnel awareness, mid-funnel nurturing, and bottom-funnel conversions**. Adept at leading **cross-functional teams**, leveraging **marketing automation (Google Analytics, SEMrush)**, and building scalable **demand generation engines** that accelerate revenue.

EXPERIENCE

Greytrix - Marketing Manager

10/2023 - 05/2025

- Directed a 17-member team (SEO, content, design, and web) to deliver integrated campaigns aligned with the sales funnel.
- Increased top-of-funnel traffic by 35% through SEO, content syndication, and targeted social ads.
- Boosted mid-funnel MQLs by 40% via account-based campaigns, webinars, and lead nurturing workflows.
- Improved bottom-funnel SQL conversions by 25%, enabling sales to close faster and with higher win rates.
- Revamped corporate website, improving session duration by 30%, and reducing bounce rate by 18%.
- Grew LinkedIn followers by 50% in six months and raised engagement by 20% with targeted product campaigns.
- Managed a ₹5,000 weekly ad budget, achieving a 3.5% CTR, and generating 4-5 sales-ready leads per week.
- Increased Domain Authority from 43 to 45 in six months through SEO initiatives.
- Created and executed multi-channel campaigns around webinars and trade shows (Sage Transform, Acumatica).

VARA Infrovate - Associate Marketing Manager

10/2022 - 09/2023

- Solely managed marketing, including digital presence, content writing, and design.
- Led the revamp of the website, resulting in a 2% increase in followers.
- Developed pitch decks for tenders and participated in exhibitions like the Traffic Infratech Expo.
- Organized events such as Townhalls and Webinars.

U GRO Capital - Digital Assistant Manager

SKILLS

- Search Engine Optimisation
- Content creation
- Adobe Illustrator
- Brand management
- Content Strategy
- Google Analytics
- Looker Analytics
- SEMrush
- AutoCAD
- Lead generation

CORE COMPETENCIES

- Digital Marketing Strategy & Execution
- Performance Marketing (Google Ads, LinkedIn Ads)
- SEO / SEM / Content Marketing / Social Media Marketing
- Demand Generation & Lead Nurturing
- Account-Based Marketing (ABM)
- Brand Management & Product Positioning
- Email Marketing
- Analytics (Looker, Google Analytics, SEMrush)
- Event Marketing, Webinars & Trade Shows
- Team Leadership & Stakeholder Management

EDUCATION

2021

Freelancer Academy

Digital Marketing Certification

2020

ITM - Group of Institution

MBA: Marketing

10/2021 - 09/2022

- Improved digital presence with campaigns like #GyaaniGuruwar and the HR Mascots Series, resulting in a 2x increase in followers in one year.
- Provided voice-overs for app videos and created corporate communications for DSAs and customers.
- Led WhatsApp marketing for employees and DSAs, including bot content design.
- Carried out email marketing using Netcore and ran SMS marketing campaigns.
- Organized events like Lenders Meet and Townhall.

Plexail - Digital Marketing Executive

01/2020 - 09/2021

- Generated outbound leads by leveraging LinkedIn Sales Navigator to identify decision-makers in target companies.
- Built connections and conducted multi-step outreach (LinkedIn messages, email, Skype follow-ups), securing 3-4 new client acquisitions per month.
- Designed and launched content-driven campaigns that supported lead nurturing, and boosted engagement.
- Improved inbound lead flow by ranking multiple blogs on Google's first page through SEO.
- Executed email and SMS campaigns with a 15% CTR, moving prospects through the funnel.

The Momo Factory - Marketing Executive

06/2018 - 12/2019

- Introduced the company to a digital platform for enhanced brand visibility.
- Created engaging posts and videos, managing an Instagram account with a daily budget of ₹500.
- Achieved a 20% increase in walk-ins compared to normal days.

2016

Academy of Arts & Design

Diploma: Interior Design

2015

Karmaveer Bhauraao Patil

Bachelor of Science: Information Technology

SOCIAL NETWORKS

- www.linkedin.com/in/preetypsingh/

HOBBIES AND INTERESTS

- Dancing