KALPANADEVI B

MARKETING LEAD

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A Marketing Specialist with 10+ years and worked on marketing platform such as Email Marketing, Social Media Marketing, SEO tools, analytics platform and tracking technology with exceptional understanding in IT Products and & Services industry. Experienced in marketing automation, search engine optimization, Search Engine marketing, demand generation, and complex data integrations. Experience in handling website CMS portal and launched new website.

# SKILLS

MARKETING TOOLS: Emma, MailChimp, HubSpot, Zoho Campaign, Mautic, Madmimi

CRM HANDLED: Sugar CRM, Sales Force, VTiger, Zoho

DATABASE MANAGEMENT: D&B platform, DiscoverOrg, Jigsaw, Zoominfo

TRACKING TOOLS: Google Analytics, and web master tools, SEMrush

OFFICE SUITE: Microsoft Office, Adobe, Google Suite

**CERTIFICATION**

Google Analytics Certified, Native Ads Certified

**EXPERIENCE**

## POSITKA, Chennai – *Marketing Specialist*

MAR 2022 – Till date

CORE RESPONSIBILITIES

* Spearheaded inbound marketing, website management and inbound lead generation.
* Responsible for managing and building overall email marketing strategy.
* Formulated a strategic plan for impactful webinars, for potential service offering.
* Ideate, Optimize, and help in creating landing pages for campaign activities.
* Collaborated closely with vendors for website development, social media promotions, and PR activities, ensuring seamless execution and impactful outcomes.
* Conducted keyword research and analysis, leveraging insights to enhance organic search visibility and drive improved website rankings.
* Optimizing on-page elements such as meta tags, headings, and content to enhance website ranking.
* Implementing technical SEO strategies to improve site speed, crawlability, and indexability.
* Developing and executing off-page SEO tactics, including link building and outreach activities.
* Staying up to date with SEO trends and algorithm changes to adapt strategies accordingly.
* Conduct keyword research, industry trends, and submit guest blogs for enhanced online visibility and brand exposure.
* Overseeing the day-to-day operations of the Global and Japanese website.
* Ensuring the website for user-friendly, visually appealing, and optimized for conversion.
* Monitoring website analytics and conducting regular audits to identify areas for improvement.
* Implementing best practices for website security, data privacy, and accessibility.
* Handled website CMS for content publishing and implemented enhanced SEO practices.
* Developing strategic plans for webinars and email marketing campaigns to drive engagement.
* Collaborating with internal stakeholders to identify webinar topics and guest speakers.
* Analyzing campaign metrics and optimizing performance through data-driven insights.
* Create and present monthly reports to key stakeholders, providing valuable insights and analytics on website performance and campaign effectiveness.
* Proactively oversee Google Webmaster Tools, tracking and resolving website errors to maintain optimal site health and search engine rankings.

KEY ACCOMPLISHMENT

* Segmented and added database for email campaign from 3000 to 15000 contacts.
* Benchmarked webinar attendees from 20 to 70 users.
* Maintained website loading time and speed within 3sec.
* Improved website visitors from 720 to 2249 users.
* Improved website engagement rate from 40sec to 2m 20sec.
* Improved the click through rate and position 7.2% and 20.9.
* Increased the inbound leads from 8 to 20 per month.
* Played a vital role in launching new website and custom CMS development.

## DIGIRYTE UK, Chennai *- Marketing Lead*

JUL 2019 – May 2021

CORE RESPONSIBILITIES

* Responsible for inbound marketing and helped the team for organic growth of marketing qualified leads
* Responsible for managing and building overall email marketing strategy
* Work closely with the design and content teams to deliver best-in-class email marketing campaigns content
* Continuously track and measure Open Rates, Click Rates, and Conversions
* Ideate, Optimize and help in creating landing pages for campaign activities
* Acquired insights for Email marketing trends in the industry, best practices and keep strategies up-to-date
* Improved company's online presence and brand awareness using social media networks, social media campaigns and blogs post
* Executed Google Adwords campaign for event and generated leads
* Manage and monitor a smooth flow of all digital marketing practices with a team of content writer, designer & developers
* Mentor, supervise, evaluate and set clear achievable objectives for team members.
* Provide direction and support to digital marketing team for effective usage of tools and technology
* Created strategy and budged for LinkedIn and Facebook ads for Event promotion
* Plan and executed drip campaign, Single image ads, carousel ads and Inmail reach outs
* Managed referral portal Clutch.co, Goodfirms, Visualobject, The Mainfest and executed sponsored listing
* Worked closely with developers, designers and content writer for new website launch
* Responsible to On-Page optimization, keyword optimization and website performance
* Create and present monthly reports to key stakeholders
* Manage and monitor Google webmaster tool for tracking and troubleshoot website error

KEY ACCOMPLISHMENT

* Executed Email campaign for event attendees and turned 14 users signup the event
* Segmented clear database for email campaign which has 3000 active contacts
* Improved the click through rate and position 7.2% and 20.9
* Executed Google Paid Ads and generated 4 Marketing Qualified leads
* Increased website visitors and reduced bounce rate 1800 / 43%
* Increased the inbound leads to 30 per month
* Played a vital role in launching new website and custom CMS development
* Increased social media followers in LinkedIn, Facebook and twitter

**SRM TECHNOLOGIES**, Chennai - *Marketing Lead*

NOV 2018 – MAY 2019

CORE RESPONSIBILITIES

* Responsible for developing and executing strategies to market products and services through digital channels, using email marketing and other tactics to create branding and online presence for TechTrendsIT.
* Responsible for aligning the digital marketing strategy with the digital marketing vendor
* Develop Strategy for the marketing and sales to reach the goals till the end of campaign
* Perform day-to-day email marketing activities email campaign set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns
* Create and maintain a clear messaging strategy for email campaign
* Align with team across the company for most effective planning and execution, covering all routes to market.
* Managing and Creating marketing campaigns like campaign setup, list work, list segmentation, list creation, proof checking, link checks and scheduling the email campaigns
* Creating A/B testing of campaigns to improve open and conversion rate. Develop a personalization strategy.
* Analyzing and reporting on key email performance indicators (such as deliverability rates, unsubscribed counts, click through rate, open rate and conversion)
* Managing analytical Reports and Metrics for all the campaigns once the email templates is deployed.
* Regular monitoring of weekly and monthly campaign performances and reporting to the marketing director on leads generated through email marketing campaigns
* Collaborate with internal team to create landing pages and optimize user experience.
* Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
* Managed digital marketing vendor for website maintenance, digital marketing activates
* Responsible for getting leads metrics report, website metrics report
* Exceptional knowledge in handling tools like Hoovers, Zoominfo, DiscoverOrg, ConnectData, LinkedIn etc.
* Key player in database & leads management in ZOHO CRM.
* Actively utilized Crunchbase venture funded companies for sales leads.

KEY ACCOMPLISHMENT

* Key player in entire email campaign strategy and lead generation
* Handled the entire vendor activates and structured the reporting format
* Started a unique database from scratch and maintained with segments
* Lend external support for migrating Salesforce CRM to ZOHO CRM
* Maintained the database as fresh as it could be using multiple research methodologies.

**METASYS TECHNOLOGIES**, Chennai - *Marketing Consultant*

APRIL 2018 – NOVEMBER 2018

CORE RESPONSIBILITIES

* Utilize MailChimp marketing automation software to activate email campaigns
* Send regular marketing campaigns to existing customers and prospects
* Develop Strategy for the marketing and sales to reach the goals till the end of campaign
* Create and maintain a clear messaging strategy for email campaign
* Managing online brand and product campaigns to raise brand awareness with use of marketing automation and social media
* Qualify leads using email follow ups
* Create reports for the campaign with lead insights from first touch to conversion to the management team forecasting website metrics report, sales report
* Sourcing lead details using Partner portal and Event portals and from Zoominfo, DiscoverOrg, ConnectData, LinkedIn etc for Building databases
* Primary & Secondary research for prospect identification
* Maintaining and updating database in Salesforce CRM

KEY ACCOMPLISHMENT

* Key player in email campaign for events and conferences
* Led marketing project to replace outdate CRM System, with new system for improved leads segmentation and improved analytics
* Maintained the database as fresh as it could be using multiple research methodologies.

**CORENT TECHNOLOGY**, Chennai - *Sr Marketing Executive*

AUGUST 2015 – JANUARY 2018

CORE RESPONSIBILITIES

* Utilize Emma and MailChimp marketing automation software to activate email campaigns
* Send regular marketing/promotional material to existing customers and prospects
* Develop Strategy for the marketing and sales to reach the goals till the end of campaign
* Created and maintained a clear messaging strategy for email campaign and landing pages
* Managing online brand and product campaigns to raise brand awareness with use of marketing automation and social media
* Qualify leads using email follow ups and account based calls
* Create reports for the campaign with lead insights from first touch to conversion to the management team forecasting website metrics report, sales report
* Collect and maintain database from Partner portals and Event attendees, Linkedin Sales navigator
* Primary & Secondary research for prospect identification
* Maintaining and updating database in Sugar CRM

ADDITIONAL RESPONSIBILITIES:

* Keeping the top management on trend with latest insights about cloud services industry using newsletters, discovered presentations
* Capturing and editing product demo video using Adobe Camtasia tool
* Responsible for preparing and sending monthly reports on website metrics, business metrics and sales metrics to management team
* Handling website related request for publishing news articles including newsroom, events etc.
* Responsible for SEO On-Page Optimization in Email, Social and Landing Pages
* Manage Social Media Channels like LinkedIn, Twitter, Facebook, Pinterest, Google Plus for brand messaging

KEY ACCOMPLISHMENT

* Maintained the inbound lead flow using the marketing activities not less than 50 per month
* Maintained the database as fresh as it could be using multiple research methodologies
* Active database size for email campaigns is 15K and managed it as much as possible
* Worked closely with large group of stakeholders including sales, marketing, developers and management in giving a clear vision on lead acquisition practices using marketing programs
* Led the marketing project to replace the marketing automation tool Emma, with new MailChimp tool for increasing CTR and tracking reports

**INTEGRA** **SOFTWARE SERVICES**, Pondicherry - *Sales Executive*

JULY 2014 – JUNE 2015

CORE RESPONSIBILITIES

* Responsible for identifying opportunities through Email campaign & LinkedIn InMail
* Responsible for sales, lead generation and pipeline building
* Follow up, fixing meeting and presenting through WebEx
* Maintaining and updating database in Salesforce CRM
* Conducted initial level demo and requirement gathering
* Building business relationship with clients
* Responsible for market research activities
* Preparing customer fact sheet
* Preparing sales report and presentations
* Responsible for business development in e-Learning and digital services.

KEY ACCOMPLISHMENT

* Key player in lead generation and built a pipeline of value of 25L.
* Maintained the database as fresh as it could be using multiple research methodologies.
* Active database size for email campaigns is 10K and managed it as much as possible.

**CONTUS**, Chennai - *Marketing Executive*

JUNE 2013 – DECEMBER 2013

CORE RESPONSIBILITIES

* Lead generation through mass email, cold calls, LinkedIn InMail.
* Responsible for creating email content strategy
* Preparing and maintaining database
* Exploring partnership deals in Europe and APAC region
* Key focus segment includes enterprise mobile solutions, ecommerce mobile apps

KEY ACCOMPLISHMENT

* Established out bound leads strategy through email campaigns
* Identified key business in US region for mobile apps development

**ZYLOG SYSTEMS LTD**, Chennai - *Market Research Executive*

APRIL 2011 – JUNE 2013

CORE RESPONSIBILITIES

* Identify new potential business, new targets & opportunities
* Responsible for generating leads through various internet research and email marketing and securing business opportunities for the Large/Medium and Small Enterprises
* Conduct online & offline research, data analysis & database cleaning using a set of free and fee based sources like Edgar, Hoover, Factiva, Forrester, One source, Bloomberg etc.
* Instrumental in bringing in research templates for various research assignment
* Conduct secondary research, analysis and development of company and executive profiles, financial analysis and competitor intelligence to assist US counterparts in identifying business opportunities
* Understand & predict market trends about Business Solutions Vertical.

KEY ACCOMPLISHMENT

* Identified key business in US region for Microsoft Dynamics customization and Add-ons.

**ASPIRE SYSTEMS PVT LTD**, Chennai - *Marketing support Associate*

JUNE 2006 – DECEMBER 2009

# EDUCATION

Bachelor of Business Administration (BBA)

University of Madras, Chennai