Sharma Mukkavilli

Team Lead – Demand Generation || 7893-427-724 || connectsharma.m@gmail.com

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Summary:

Results-driven demand generation and market research professional with 7+ years of B2B marketing experience. Skilled in leading cross-functional teams, designing data-driven campaigns, and translating market insights into high-impact strategies. Adept in persona development, SEO, and performance analytics using tools such as Power BI, SmartLead, and LinkedIn Campaign Manager. Known for consistently improving lead quality, campaign efficiency, and marketing ROI through research-backed initiatives.

Skills:

- Demand Generation & Campaign Management
- Marketing Automation (Zoho Campaigns, SmartLead.ai)
- Social Media Management (Hootsuite, Buffer, LinkedIn Campaign Manager)
- Webinar Tools (GoTo Webinar, Zoho Webinars, WebEx, MS Teams)
- SEO, Content Strategy, and Paid Media Campaigns
- Performance Monitoring & Data Analytics (Power BI, Trend Tracking)
- Prospecting & Lead Data Tools (Apollo.io, RocketReach, Zoominfo)
- Primary, Secondary Market & Persona Research, Competitive Analysis
- Coaching, Mentoring & Cross-functional Team Coordination

Professional Experience:

Team Lead – Demand Generation & Events

Miracle Software Systems, Inc. Visakhapatnam | Mar 2023 - Present

- Led an 8-member cross-functional team to execute demand generation, email marketing, and digital engagement programs across the North American region.
- Developed and managed multi-touch email and LinkedIn outreach campaigns via SmartLead.ai and Zoho Campaigns, achieving a 22% average email open rate and 18% CTR.
- Acquired 1,000+ new decision-maker contacts monthly using Apollo.io, RocketReach, and ZoomInfo.
- Built and maintained Power BI dashboards to track campaign KPIs, sales pipeline influence, and lead quality trends for executive review.
- Delivered persona profiles, battle cards, and competitor intelligence reports to enable hyper-targeted campaigns and improve SDR outreach effectiveness.
- Executed 50+ webinars and virtual events using GoTo Webinar, WebEx, and MS Teams; generated 300+ registrations per quarter with a 10% lead conversion rate.
- Boosted social media engagement by 35% through consistent scheduling, audience targeting, and performance tracking using Hootsuite and Buffer.

- Partnered with the content and design teams to support SEO optimization through keyword mapping, on-page audits, and Meta updates.
- Maintained and optimized Zoho CRM data, reducing contact bounce rates by 20% through list hygiene and segmentation enhancements.
- Collaborated with the US-based sales and marketing teams to align campaign goals with revenue targets, resulting in a 15% lift in MQL-to-SQL conversion.

Sr. IT Market Research Analyst & Webinar Coordinator
Miracle Software Systems, Inc. Visakhapatnam | Oct 2019 - Mar 2023

- Conducted market, competitor, and customer research using LinkedIn, Crunchbase, SalesIntel, and ZoomInfo to inform campaign targeting and persona development.
- Added 800–1,000 verified contacts per month to the CRM, enabling more precise segmentation and campaign targeting across geographies and industries.
- Identified high-intent prospects and tracked buyer signals via LinkedIn Sales Navigator, directly contributing to multiple outbound campaign wins.
- Coordinated 100+ webinars and virtual events, handling full-cycle execution: platform setup, invite workflows, reminders, speaker coordination, and post-event analysis.
- Generated event performance reports (attendance, engagement, and lead score) to inform content planning and follow-up strategy.
- Built industry-specific lead lists for email marketing, improving targeting precision and increasing open rates by 15% over two quarters.
- Supported SEO and content marketing by researching keywords, aligning landing pages with campaign messaging, and suggesting optimization improvements.
- Analyzed campaign engagement metrics and recommended changes to improve copy, subject lines, and audience targeting.
- Collaborated with the sales team to audit and clean contact databases, improving deliverability and CRM accuracy across campaigns.
- Shared monthly research insights on market trends, competitor activity, and buyer behavior to enhance sales enablement and content development.

Partnerships Executive
Miracle Software Systems, Inc. Visakhapatnam | Aug 2017 - Oct 2019

- Identified and onboarded strategic marketing and channel partners, launching joint campaigns that increased partner-influenced leads by 20%.
- Built and maintained strong relationships with key external partners, acting as the main point of contact and resolving any engagement barriers.
- Designed and executed joint marketing initiatives, including webinars, co-branded events, and promotional campaigns, contributing to higher brand visibility.
- Coordinated logistics for large-scale partner events in North America, managing speaker arrangements, collateral shipment, and on-site brand representation.
- Managed international travel and accommodation arrangements for internal teams attending global conferences, ensuring seamless execution within budget.
- Analyzed partner performance using KPIs such as campaign engagement, referrals, and lead attribution, providing monthly reports to leadership.

- Collaborated cross-functionally with content, sales, and marketing teams to ensure cohesive messaging across partner-led campaigns.
- Developed training materials and documentation for onboarding new partners and aligning them with brand goals and marketing protocols.
- Handled event-related vendor coordination, contract negotiations, and budget compliance for all partnership initiatives.

Graduate Apprentice Trainee

Hindustan Shipyard Limited, Visakhapatnam | Dec 2013 – Dec 2014

- Collaborated with project managers on scheduling and reporting, ensuring regular milestone communication with internal and external stakeholders.
- Used MS Projects to analyze and adjust critical paths, helping avoid delays in major shipbuilding projects.
- Participated in TNC/PNC meetings with clients, streamlining technical decisions and enhancing project clarity and flow.

Certifications:

- Become an AI-Powered Marketer by **Semrush**
- Hubspot Academy Social Media Marketing by **HubSpot Academy**

Education Qualifications:

- **MBA** in Marketing and Finance Management, MVGR College of Engineering – 82.65%
- **B.Tech** in Computer Science and Engineering, Al-Aman College of Engineering – 61.94%