

Mridul Kumar Anil Kumar

DIGITAL MARKETING | DEMAND GENERATION | PERFORMANCE MARKETING | SEARCH ENGINE OPTIMIZATION

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Objective

Marketing professional with extensive experience in marketing campaigns, demand generation, performance marketing, and growth development to drive exceptional results. Committed to deliver innovative strategies that enhance brand visibility, customer engagement, and ROI while continuously expanding my skill set in the dynamic field of digital marketing.

Experience

Hobasa India Pvt Ltd / Hobasa Inc. USA | Demand Generation Manager **March 2025 - Present**

- Leading demand generation efforts & strategy from ground up for pre-launch 11 SaaS products & identified the right product-market fit via customer feedback and early outreach campaigns.
- Collaborated closely with product and leadership teams to define ideal customer profiles (ICP), value propositions, and GTM roadmap for launch readiness.
- Developed 15+ marketing assets (one-pagers, product decks, landing pages) and initiated brand visibility through PR placements and thought leadership content.
- Conducted 22+ A/B tests across digital campaigns, landing pages, messaging, & email sequences to optimize engagement and validate product market positioning hypotheses in real-time.

Nextiva India - (formerly Simplify360 India Pvt Ltd) | Marketing Manager **May 2022 - March 2025**

- Research and implement effective marketing & lead generation campaigns for latest products & features across multiple channels, partners and vendors.
- Reduced cost per lead from \$96 to \$25 on Google Ads.
- Improved organic traffic from 3000 to 16000 within 3 months with SEO optimizations.
- Implemented tools Salesforce CRM, Engagebay CRM, apollo.io, zoominfo, sales navigator, calendly.
- A/B testing email campaigns, Google Ads, landing pages & implementing best performing assets.
- Managed quarterly CX events, monthly PR activities, publish monthly articles in media, etc.

MCUBE - VMC Technologies Pvt Ltd | Digital Marketing Manager **Feb 2021 - Apr 2022**

- Develop marketing strategy to align with quarterly feature and new product releases.
- Bring out maximum ROI from Google Ads and Facebook Ads. Campaigns resulted in upto \$24000 MRR with a monthly spend of just \$3000.
- Increased customer impression & engagement on website by 350% & 250% respectively.
- Implemented automations and sequences to the CRM (Leadsquared) to improve sales and marketing funnel.

Discreet Solutions Pvt Ltd | Digital Marketing Manager **Jun 2020 - Jan 2021**

- Brought a revenue of \$50000 via META ads with a monthly spend of just \$1000.
- Generated more than 6000 leads & 800 MQLs within a quarter via META ads.
- Developed weekly email campaign sequences for new prospects, Automated workflows for CRM (Zoho One) & PPC campaigns, created automation sequences via tools such as Zapier and updated the lead scoring to optimize the sales-marketing funnel.
- Optimized App Store for iOS App Store & Google Play Store resulting in downloads of 0-10000 within 3 months.

DMS Solutions | Digital Marketing Manager

Nov 2017 - Jun 2020

- Digital marketing strategy with objectives such as search & display Ads resulting in best possible cost per results (CPR) and ROI.
- Brought more than 340 keywords on 1st page of Google for more than 25 projects.
- Acquired 3800+ MQLs via digital campaigns and direct customers to increase footfall in businesses across industries such as healthcare, hospitality, manufacturing, food & beverage, etc.
- Utilised tools such as SEMrush, Ahrefs, Hubspot, Mailchimp/Zoho campaigns, Zoho SalesIQ/mylivechat for optimising SEO & generating MQLs.

Digital Xpression Inc | Junior SEO Executive

Jul 2017 - Oct 2017

- Off Page activity optimize for link building & On Page strategy using Moz.
- Analyzing website errors via multiple analytics and resolve issues.

Education

Liverpool Business School, England | MBA

Jul 2024 - Jan 2026

Marketing

Punjab College of Engineering & Technology | B.Tech

2012 - 2016

Computer Science

Skills & abilities

- Lead generation
- Conversion rate optimization
- Email marketing
- Search ads
- Display ads
- Social media marketing
- Search engine optimization
- A/B testing
- CMS management
- CRM optimization
- Marketing automation
- Marketing workflows
- Marketing sequences
- PR
- Landing page creation
- Event marketing
- Webinar marketing
- App store optimization (iOS and Play Store)

Tools

- Google ads manager
- META ads manager
- LinkedIn campaign manager
- Twitter ads or X ads
- YouTube ads
- Google analytics
- Google data studio
- Google tag manager
- Google search console
- Microsoft clarity
- Semrush
- Ahrefs
- Salesforce
- HubSpot
- Zoho One
- Leadsquared
- Moz
- Zapier
- Mailchimp
- Zoominfo
- Lusha
- Canva
- WordPress
- Magento