

PROFESSIONAL EXPERIENCE

LeadsChilly | Marketing Manager (July 2024 - November 2025,)

Channels Worked on : LinkedIn, Facebook, Twitter, Reddit, Quora, Wordpress, Email and much more

Tools: Meta and Google Ads, Hubspot, Zoho, GohighLevel, VibeCoding Tools, SmartLead, Apollo, n8n, zapier and much more

Product Marketing & GTM

- Directed end-to-end marketing and sales strategy for B2B SaaS product, aligning demand generation, product positioning, and customer acquisition with business growth objectives
- Led product launch initiatives including market research, competitive analysis, customer segmentation, and messaging framework development
- Developed value propositions and positioning statements that differentiated product in competitive market, resulting in improved conversion rates
- Created sales enablement materials including pitch decks, product one-pagers, demo scripts, and competitive battle cards to support sales team effectiveness

Demand Generation & Paid Advertising

- Planned and executed integrated marketing campaigns across Meta Ads, Google Ads, and LinkedIn Ads, generating qualified inbound leads and increasing brand awareness by 200%
- Managed monthly marketing budget of ₹1-5L, optimizing spend allocation across channels to maximize ROI and reduce CAC by 35%
- Implemented account-based marketing (ABM) campaigns targeting enterprise accounts, achieving 45% higher conversion rates vs. traditional demand generation
- Built and scaled cold email outreach engine with domain rotation, warmup sequences, and automation workflows generating 1000's of qualified leads monthly

Marketing Operations & Analytics

- Tracked and reported marketing KPIs including CAC, MRR growth, LTV, churn rate, conversion rates, and campaign ROI to inform leadership decisions
- Implemented marketing automation workflows reducing manual tasks by 60% and improving lead nurturing efficiency
- Established data-driven attribution model to measure marketing contribution to pipeline and revenue
- Optimized conversion funnels through A/B testing, landing page optimization, and user journey analysis, improving conversion rates by 8%

Team Leadership & Cross-Functional Collaboration

- Hired, trained, and managed marketing and sales team of 15+ associates, establishing clear OKRs and performance metrics
- Collaborated with product team to gather customer feedback, inform product roadmap, and ensure successful feature launches
- Established partnership and affiliate programs creating additional revenue channels and expanding market reach
- Coordinated with design and development teams to ship marketing campaigns, product updates, and growth initiatives on schedule

Content Marketing & SEO

- Oversaw content marketing strategy including keyword research, content optimization, backlink acquisition, and guest posting resulting in 250% organic traffic growth, Wrote Almost 100+ Blogs per Quarter
- Ranked Almost all the competitor long tail keywords through landing page and Blogs
- Managed email marketing campaigns including welcome sequences, nurture campaigns, drip sequences, and upsell flows achieving 17-25% open rates and 3% CTR
- Drove Quora and Reddit community marketing establishing brand authority and generating 1000-1500 + inbound leads monthly

GrowMeOrganic Pvt Ltd | Product Marketing & Business Operations Manager 2019 - 2023 (5 Years) | B2B SaaS

Product Launch & Go-To-Market Strategy

- Led go-to-market strategy for 5+ SaaS product launches including GrowMeOrganic.com, GrowthToolkit.io, SendMails.io, WhatChimp, and GlideCampaign
- Conducted comprehensive market research and competitive intelligence to identify market gaps, customer pain points, and positioning opportunities
- Developed product positioning, messaging frameworks, and value propositions aligned with target customer segments and buying personas
- Created launch plans and go-to-market timelines coordinating product, engineering, sales, and marketing teams for successful market entry
- Executed product launch campaigns across multiple channels resulting in 1000+ signups in first 30 days for each product

Customer Marketing & Product Adoption

- Provided customer support and success management for SaaS products, improving product adoption and reducing churn by 30%
- Created product documentation, help guides, and onboarding materials enhancing customer experience and reducing support ticket volume
- Gathered and analyzed customer feedback to inform product roadmap and feature prioritization
- Developed case studies and customer success stories for use in marketing campaigns and sales enablement

Marketing Operations & Process Optimization

- Developed and documented Standard Operating Procedures (SOPs) for marketing, sales, and support workflows improving operational efficiency
- Implemented marketing technology stack including CRM, marketing automation, analytics tools, and integration workflows
- Managed marketing budget and resource allocation ensuring optimal ROI across channels and campaigns
- Trained and mentored junior marketing team members on marketing best practices, tools, and strategies and much more

TECHNICAL SKILLS & TOOLS

Marketing Platforms & Advertising

Meta Ads Manager | Google Ads | LinkedIn Campaign Manager | Google Analytics 4 | Google Tag Manager | Hotjar | HubSpot | Zapier | Basic n8n | Make | Pipedrive | Monday.com | Airtable | Lemlist | Instantly | Apollo.io | Clay | Snovio | SendMails.io | Mailchimp | SendGrid | WhatsApp Business API Content & Design Canva | WordPress | Webflow | Notion | Google Workspace | Asana | Trello Analytics & Optimization Google Analytics 4 and much more

WHAT I BRING TO YOUR TEAM

- ✓ Strategic Product Marketing Leadership execution
- ✓ Demand Generation Expertise Analytical Mindset - End-to-end GTM strategy from research to launch- Multi-channel campaigns driving qualified pipeline growth-Data-driven optimization of marketing spend, conversion funnels, and customer acquisition
- ✓ Cross-Functional Collaboration design teams
- ✓ Hands-On Execution myself
- ✓ Team Development Technical Proficiency Customer-Centric Approach- Strong track record working with product, sales, engineering, and- Not just strategy - I can build, implement, and optimize marketing systems-Experience hiring, training, and mentoring marketing professionals-Deep understanding of marketing technology stack and automation workflows- Always focused on understanding customer needs and delivering value

Key Achievements

- Reduced CAC by 35% through channel optimization
- Generated 1,500+ inbound leads/month via community-led acquisition
- Managed ₹5L/month ad spend across Meta & Google
- Led GTM for 5+ SaaS launches
- Built automated outbound systems at scale

Executive Summary

GTM and Growth Marketing operator with experience scaling B2B SaaS products through multi-channel acquisition, product marketing, outbound systems, and marketing automation. Experienced across paid media, SEO, content, lifecycle marketing, and conversion optimization with focus on pipeline growth and CAC efficiency.

Core GTM Competencies

Growth & Acquisition	Product Marketing	Revenue Operations
Demand Generation	GTM Strategy	CRM Automation
SEO & Content	Positioning & Messaging	Funnel Optimization
Cold Outreach	Product Launches	Marketing Analytics

Regards

Md Farhaz