

# Lokeshwaran B

Male, 25

Wisemonk

IIM Jammu

Marketing tech

## EDUCATION

Year	Degree	Institute/School
2021-2023	MBA	IIM Jammu
2021	B.E. Automobile Engineering	Government Engineering College, Erode
2017	Class XII	Holy Cross Matriculation School
2015	Class X (CBSE)	Sri Vidya Mandir Sr. Sec. School

## WORK EXPERIENCE

Marketing Manager	Wisemonk	Feb'25 – Present
Roles and Responsibilities	<ul style="list-style-type: none"><li>Built <b>lead generation and marketing engine</b> from scratch, targeting the US market for EOR services</li><li>Set up <b>HubSpot</b>, configured custom pipelines, <b>lead scoring</b>, &amp; automated lifecycle workflows using <b>N8N</b></li><li>Built <b>Clay-powered outbound</b> systems from <b>infra</b> to messaging, targeting high-intent leads (site visitors, newsletter subscribers) and scaling to full-funnel workflows using <b>HubSpot, Smartleads, and N8N</b>.</li><li>Developed full-funnel strategy across content, and outbound channels, moving leads from <b>MQL to SQL</b></li><li>Ran <b>end-to-end operations</b> from lead capture and enrichment to <b>qualification, routing, and sales handoff (Lead → MQL → SQL)</b> with <b>automated lead scoring and segmentation</b> using multiple tools.</li><li>Hired &amp; mentored 2 team members(<b>BDR &amp; Content</b>), scaling execution across campaigns &amp; lead magnets.</li><li>Built internal marketing systems and SOPs to streamline campaign execution, lead tracking, and reporting.</li><li>Continuously <b>built, scrapped and optimized</b> the performance of lead flows by <b>testing CTAs, refining audience triggers, and improving conversion velocity</b> through operational iteration and tool usage.</li></ul>	
Tech Stack	<b>HubSpot, N8N, Clay, RB2B, Factors.ai, Smartleads, Apollo.io, Lusha, Recepto and LLMs.</b>	

Marketing Analyst	Zoho Corp.	Apr '24 – Feb'25
Roles and Responsibilities	<ul style="list-style-type: none"><li>Worked in <b>Zoho Analytics marketing</b> focusing on <b>demand generation &amp; new channel development</b>.</li><li><b>Developed</b> marketing <b>dashboards</b> with BI &amp; data analysis tools, enhancing visibility on <b>KPIs and goals</b>.</li><li><b>Conceptualized</b>, designed, promoted, and <b>executed</b> virtual events, webpages, social media, blogs, thought leadership, customer &amp; educational webinars, &amp; SDR firms for <b>increasing the Top-of-the-funnel leads</b>.</li><li><b>Nurtured</b> &amp; converted <b>MQLs</b> from <b>nine different channels</b> through a targeted lead-nurturing process.</li><li>Curated and executed <b>in-app promos</b> and usage and interaction-based <b>drip-marketing email campaigns</b>.</li><li>Designed &amp; executed a <b>Go-to-Market (GTM) strategy</b> focusing on enterprise accounts across channels.</li><li>Evaluated &amp; <b>onboarded 3 SDR agencies</b> to generate leads across the <b>APAC, US, UK and UAE</b> regions.</li><li><b>Consulted</b> the CTAs, text &amp; video content adhering to the compliance in the <b>landing pages, emails, &amp; call scripts</b> targeting each region individually resulting in <b>24 highly qualified enterprise leads</b> per month.</li><li>Enabled <b>QA</b> validation for <b>270+</b> critical use cases, ensuring seamless performance for new version release.</li></ul>	

## INTERNSHIP

Strategic Partnerships	Covrzy	Sep '23 – Dec '23
Roles and Responsibilities	<ul style="list-style-type: none"><li><b>Led</b> strategic <b>partnership initiatives</b>, cultivating relationships with <b>VC, VD, accelerators &amp; incubators</b>.</li><li>Engaged <b>128 VCs &amp; accelerators</b> to <b>consult</b> their portfolio companies with risk management strategies.</li><li><b>Negotiated</b> favorable terms with multiple <b>partners</b>, across channels including in-person events &amp; meetups.</li><li>Created <b>3 decks, landing pages &amp; 17 marketing campaigns</b> with <b>Office suite, HubSpot, &amp; Apollo.io</b>.</li></ul>	

## SUMMER INTERNSHIP

Program Manager	Plum HQ	Apr '22 – Jun '22
Roles and Responsibilities	<ul style="list-style-type: none"><li>Owned <b>ABM</b> campaigns by identifying <b>ICP</b> using <b>Slintel &amp; Lusha</b>, &amp; reaching out via <b>LinkedIn, &amp; Upscale</b>.</li><li>Drove a <b>3×</b> increase in <b>lead-to-meeting conversions</b> through personalized cold outreach across channels.</li><li><b>Led</b> projects and <b>process improvement initiatives</b>, delivering measurable insights &amp; results in the <b>ABM</b>.</li></ul>	
Achievements	Received <b>appreciation</b> from the <b>Director of Marketing</b> for process improvement and lead generation.	

## ACHIEVEMENTS

Paper Presentation	<ul style="list-style-type: none"><li>Secured <b>1st place</b> in paper presentation among <b>73 participants</b> on the topic “Stratified Charge engine”.</li><li>Secured <b>1st place</b> in paper presentation among <b>35 participants</b> at a technical symposium Mechsyt'18.</li></ul>
SAE India	Bagged <b>1st place twice</b> in diagrammatic reasoning at <b>tier 1 and tier 2</b> student convention across the <b>district and state levels</b> respectively in two consecutive academic years 2018-2019 and 2019-2020.
Debate	<b>Outperformed</b> 350+ students and secured <b>1st place</b> in an intra-college debate event by LADA club.

## POSITION OF RESPONSIBILITY

SAE India	<ul style="list-style-type: none"><li>Served as the <b>Executive council member</b> at IRTT SAE collegiate club for the academic year 2019-2020.</li><li>Co-ordinated and <b>trained</b> 183 students under the club for multiple event participation at <b>tier 1 &amp; 2</b> levels.</li></ul>
Leo club	<b>Served</b> as a <b>member</b> of LEO club and helped physically challenged people with supporting equipment.

## EXTRA CURRICULAR ACTIVITIES

TNSTC	Attained technical knowledge and learned work processes through an in-plant training at TNSTC, Salem.
Royal Enfield	Attained product knowledge & service processes through an in-plant training at MSV Royal Enfield, Salem.

## INTERESTS

• Long-term Investments (equity, mutual funds, options & commodities), exploring AI, chess, badminton, basketball & photography

✉ lokeshvaranb@gmail.com

☎ 9659194642

📍 Bengaluru