

# Sobaan Khan

Full-Stack Demand Gen & Growth Marketer | ABM | PLG | AI GTM Systems

San Francisco, California | [linkedin.com/in/sobaan](https://www.linkedin.com/in/sobaan) | <https://huggingface.co/spaces/sokhs/lc-skillsbot>

---

## ABOUT ME

Hi there! I'm a hands-on full stack marketer that sits at the intersections of demand gen, growth and marketing ops. I excel at identifying nuances in the market to effectively engage with prospects and customers. I've owned sales led and product led growth (PLG) motions at early stage and publicly traded organizations driving pipeline via various go-to-market (GTM) motions. I'm proficient at leveraging martech and inserting AI into workflows

## CORE COMPETENCIES

Strategic Growth & Demand Generation Marketing | Account-Based Marketing (ABM) | Pipeline Optimization & Attribution | Digital Marketing & Paid Advertising | Data Analytics | Sales & Marketing Alignment | Leadership | Event & Field Marketing | Emerging Technologies & AI Implementation

## TECHNOLOGY COMPETENCIES

**Marketing automation, CRM and sales tools** - Hubspot, Marketo, Pardot, Salesforce, Agentforce, Attio, Outreach, Gong Engage, Apollo, Lemlist, Twain

**ABM and paid media ad platforms** - 6Sense, DemandBase, Terminus, Metadata, LinkedIn, Google Ads, Reddit, Meta, Bing, Publishers

**Analytics and reporting** - Google Analytics, GA4, PostHog, SQL, Looker Studio, Funnel.io, Salesforce Dashboards

**Web, Data, iPaaS, AI tools** - Wordpress, Webflow, SEMrush, Ahrefs Apollo, Clay, Koala, Zapier, Zoominfo, Lead Genius, Cognism, Anthropic, OpenAI

## PROFESSIONAL EXPERIENCE

### Demand Generation & ABM Consultant | Dolby OptiView | San Francisco, California | May 2023 - September 2025

I was brought in as a demand gen consultant to help a recently acquired media API startup augment its GTM motion. Moved the go-to-market from a pure PLG play to a hybrid sales motion always looking for opportunities to insert AI robustness into workflows and transition towards a modern GTM

- Increased average deal size by 6.5x by implementing hybrid sales-led GTM motion alongside PLG strategy, created over \$3M in pipe per quarter
- Improved funnel modeling, mapped out benchmarks for conversions and moved towards pipeline as key metric demand gen metric
- Ran ABM campaign end-to-end owning creative concept, copy, paid media, direct mailers, and field events. Drove concepts around engagement
- Generated over \$400K in pipeline and \$185k closed/won deals For Q3 2025 multi-region, multi-channel ABM campaigns focusing on different product lines. Aligned with sales to build campaign matrices to support 1:1, 1:few, and 1:many tiers.
- Improved SDR outbound pipeline by 15% MoM by implementing AI-powered prospecting automation (Clay, Apollo, Intent and AI Agents)
- Expanded total addressable market by 185% by building comprehensive TAM database, dialed in on ICP via AI agents
- Drove over \$70k in pipeline per webinar by efficient database segmentation to increase registration and timely post-webinar followup
- Generated +20% reply rate to outbound SDR sales sequences, implemented AI personalization into workflows via Twain
- Averaged 20+ pre-event bookings with AI driven playbook for tradeshow by using a custom scraping app and AI agents to produce \$800k in pipe

### Independent Marketing Consultant | Kandescent Marketing | San Francisco, California | August 2022 – May 2023

I was a self-employed marketing consultant and advisor to SaaS organizations, I implemented GTM motions, demand generation programs and marketing stacks. My clients were early stage (Seed, Series A, Series B) SaaS organizations and publicly traded enterprises.

- Created, tested, optimized demand gen campaigns driving MQLs and pipeline via SEO, email, webinars, events and various ad channels.
- Generated \$4.2M in aggregate pipeline across B2B SaaS clients by executing multi-channel integrated demand generation campaigns spanning SEO, email nurture, webinars, and paid channels (Google Ads, LinkedIn, Meta, Reddit), resulting in overall SQL/SQO growth
- Drove seed stage shopify app signups by 300% over 6 months via paid acquisition campaigns across Google Ads, LinkedIn, Reddit Ads. Launched onboarding email drip driving up activation and DAU
- Increased SDR efficiencies 5x via Clay workflows. Built out lists, scored prospects and automated outbound to drive pipeline
- Created offline demand gen programs for clients that included direct mail, seminars and trade shows
- Drove paid signups 7% MoM by implementing technical and on-page SEO plays (schema updates, title tagging) for publicly traded company

### Director of Demand Generation | Gremlin | San Francisco, California | December 2021 – October 2022

I successfully led the Demand Generation team implementing PLG and Sales led GTM motions for a Series B infrastructure startup. I managed and scaled demand gen programs to generate pipeline and leads through the entire funnel. Marketed SaaS software to DevOps, QA and SRE audiences.

- Managed team of direct reports that included the Growth Marketing Manager and Marketing Ops Manager, applied a player/coach approach

- Created repeatable full-funnel paid global campaigns across display, social, search, content syndication. Managed creative, testing, budgets to drive pipeline, leveraged and optimized tools such as Metadata, Marketo and Salesforce
- Increased opportunity creation by 50% from Q1 2022 to Q3 2022 through structured experimentation framework (ICE + AAARRR)
- Launched narrative-driven campaigns that blended storytelling (“resiliency as culture”) with hands-on bootcamps, demos and webinars
- Improved demo signups by 159%, by efficient routing and CRO; funneled enterprise accounts to AEs, and SMB to self-serve product signups
- Created top-down thought leadership and bottoms-up PLG campaigns. Utilizing thought leadership narratives and bottoms-up IC plays
- Reduced MQLs by 50% to improved SDR generated pipeline by increasing quality of research and outreach
- Generated 600k pipe working with product, dev-rel to launch new product. Channels included email, webinars and developer slack community
- Achieved 115% Net Revenue Retention (NRR) in banking and finance accounts by executing targeted land-and-expand ABM plays
- Built homegrown attribution modeling within Salesforce to help understand what drove opportunity and pipeline creation

#### **Senior Digital Marketing Manager | Cisco Systems (via Kenna Acquisition) | San Francisco, California | June 2021 – December 2021**

I was part of the Cisco Security Business Group, running the digital marketing for Kenna Security and Cisco XDR.

- Part of a team that integrated Kenna’s marketing systems and tech into Cisco SBG. Launched better together campaign across AMER, EMEA

#### **Senior Digital and Web Marketing Manager | Kenna Security (Acquired by Cisco) | San Francisco, California | July 2019 – June 2021**

I was a demand generation and marketing ops focused Digital Marketer for a Series C Cyber Security platform. I transitioned over to Cisco after acquisition.

- Owned digital and online pipeline, responsible for generating 70% of the team's \$8M monthly pipeline target.
- Administered and managed marketing technology including Marketo, DemandBase, Drift, Sendoso and [Funnel.io](#)
- Executed and maintained full funnel ABM marketing programs and managed budgets, Did 1:1, 1:few and 1:many approaches to named accounts.
- Constantly tested and optimized. Ran multi-channel ad programs in LinkedIn, Terminus, Google Ads PPC, GDN, Adroll and various publishers
- Reduced ineffective ad spend by 33% by building a performance ad reporting dashboard using ETL tool providing a full pane of glass view
- Drove over 20% MoM SEO growth with website redesign and SEO overhaul. Managed creative direction, designers web dev agency
- Converted organic traffic at over 2% via constant experimentation, grew inbound organic traffic by over 15% MoM via on-page and technical SEO
- Won position zero across strategic keywords both branded and intent centric, pitched SEO plays to the content team

#### **Digital Marketing Manager | Emarsys | Indianapolis, Indiana | June 2016 – July 2019**

I was a demand generation and marketing operations focused Digital Marketer for a Series B e-commerce marketing platform. I helped establish and scale the North American go-to-market presence whilst maintaining a global outlook. My role transitioned into a global role in Q3 2018

- Drove \$280k pipeline per month as part of a revenue-driven demand generation marketing team. Goals built on MQLs, SQLs and SQOs
- Increased event registrations by 20% YoY for Emarsys Revolution. Drove registrations to field events via email and paid
- Administered and managed the entire martech stack including the Web-to-HubSpot-to-Salesforce integration
- Created and managed global campaigns (AMER, EMEA, APAC) across various channels including Facebook, LinkedIn, Google Ads, Adroll. Owned all creative including design briefs, short form copy, landing page copy and optimizations
- Generated \$210k in pipeline by launching ABM against key accounts utilizing Terminus as the key ABM tool

#### **Head of Marketing | US Diagnostics | Chicago, Illinois | June 2006 – September 2013**

First marketer for a boot-strapped healthcare startup helping grow the marketing team. Evolved the brand and scaled out marketing programs.

- Led a small marketing team with two direct reports, SDR and a marketing associate helping with events and field marketing
- Built out the brand, positioned the company as the innovator disrupting the legacy organizations. Gained 27% market share in first 3 years
- Averaged 18% open rates and 3.2% click rate for email programs. Optimized through structured A/B testing to help drive improvements
- Managed offline programs that included tradeshow and direct mail

#### **Account Executive | US Diagnostics | Chicago, Illinois | September 2004 - June 2006**

Full cycle Sales for a start-up healthcare organization. Sourced and closed sales, managed and maintained accounts.

### **EDUCATION AND CERTIFICATIONS**

#### **Indiana University, Bloomington, Indiana**

- Bachelors of Science. Sports Marketing & Management, Minor in Business Entrepreneurship

#### **Certifications**

- Clay - Automated Outbound Certification (Credential ID fef1ee20-f6f9-4fc4-9f46-db3155a8abaf)
- Clay - CRM Enrichment Certification (Credential ID 681cf184-92a3-495b-9a2f-a61f452dd4b0)
- DemandBase - ABM Certification Foundations and Advanced