

KAUSTAV ROY

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Professional Summary

Marketer with 7 years of experience in B2B SaaS, focusing on demand generation, account-based marketing, and marketing automation. Demonstrated success in scaling webinars and content initiatives, driving significant pipeline growth through targeted campaigns. Expertise in integrating marketing, sales, and operations using automation and data-driven strategies.

Work History

Growth Marketing Manager - Growth & Ops Level AI	10/2024 to Current
<ul style="list-style-type: none">• Redesigned the webinar strategy, doubling registrations and increasing attendance by 60%; sustained a 45–50% participation rate per event, contributing to 18% of total marketing-sourced pipeline and strengthening mid-funnel engagement.• Built a scalable content operations engine integrating Marketing and Sales platforms; reduced asset creation time by 70% and achieved 30% higher content conversion rates, accelerating marketing-sourced pipeline.• Developed an in-house content delivery solution to consolidate multi-asset engagement (web pages, PDFs, videos) into single-share links; drove a 40% uplift in email campaign conversions and improved buyer journey velocity.• Led integration of marketing and sales signals into a unified dashboard, cutting reporting time by 80%; delivered real-time and historical insights to power ABM targeting and drove a 30% increase in pipeline from named accounts.• Automated real-time badge scanning workflows using n8n, enabling Field Marketing to sync leads instantly from badge images to CRM; reduced lead processing TAT from 3 days to real time and unlocked immediate sales follow-up, accelerating event-driven pipeline.• Partnered with Sales Ops to launch an AI SDR initiative, scaling outreach to Tier 2/3 accounts; increased coverage of under-served segments and drove new pipeline growth.	
Senior Associate - Marketing Operations BrowserStack	04/2023 to 10/2024
<ul style="list-style-type: none">• Automated paid ad leads sync with marketing tech stack using Zapier, reducing confirmation delays and boosting webinar attendance from 9% to 14%.• Established automated evergreen nurture campaigns on MailChimp with Zapier and BigQuery, enabling dynamic long-term engagement programs.• Enhanced Jira ticket management with advanced automation for Campaign Ops, ensuring real-time handling of escalations, approvals, and SLA measurements. Reduced average turnaround from 4 days to 2 days and cut escalations by 90%.• Developed centralized Campaign Ops dashboard for better transparency and capacity planning, consolidating key KPIs and creating internal campaign benchmarks.• Supported campaign operations including event initiatives and email campaigns across various marketing teams, such as ABM, Product Marketing, DevRel, and Event Marketing.• Delivered 250+ ABM events end-to-end, significantly influencing annual marketing pipeline.• Introduced spam checks and bot click detection for email campaigns, improving governance and performance metrics.• Redesigned monthly newsletter workflow, reducing development and launch effort from 6 working days to 8 hours.	
Marketing Campaigns Specialist Freshworks	03/2022 to 03/2023
<ul style="list-style-type: none">• Led end-to-end campaign operations for two major global marketing events.• Reduced email campaign launch time by 72 hours.• Boosted conversion rates for high-value pages by 25% through Optimizely A/B testing.• Improved overall campaign quality and output by eliminating 100+ redundant nurture campaigns with data-driven insights.• Accelerated landing page creation, cutting turnaround time from 5 days to 3 days.• Unified marketing tech stack integrations, enhancing data accuracy and enabling more reliable campaign	

reporting.

Marketing Operations Specialist

05/2018 to 03/2022

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- **Spearheaded** the implementation of the marketing and sales tech stack, establishing a strong marketing operations foundation that enabled **global demand generation**.
- **Automated** lead management in Salesforce, accelerating speed-to-sales and ensuring **seamless, accurate handoffs** that directly supported pipeline growth.
- **Executed** global multi-channel campaigns across North America, Europe, APAC, and LATAM with segmented emails, landing pages, and lead capture assets to **boost engagement and lead flow**.

Key Skills

- Growth & Performance Marketing: ABM, demand generation, paid acquisition (Google, LinkedIn, Meta), SEO/GEO, CRO, funnel optimization
- Marketing Automation & Campaigns: Lead scoring, lifecycle management, nurture & drip campaigns, webinar & event automation, A/B testing
- Data & Analytics: Marketing attribution, forecasting, funnel & cohort analysis, dashboards, reporting, database management
- CRM & Tech Stack: CRM management, lead routing & enrichment, technology assessment, procurement, integrations, process automation (Zapier, n8n)
- Strategy & Enablement: GTM alignment, sales enablement, stakeholder & vendor management, budget optimization, market strategy, cross-functional collaboration, partnerships

Key Tools

- **CRM & Marketing Automation:** Salesforce, HubSpot, Pardot, Marketo, Mailchimp, Freshmarketer, Propensity
- **Experimentation & Optimization:** Optimizely, VWO, Google Optimize, Unbounce, Mutiny
- **Content & CMS:** WordPress, Strapi, Contentful, Sanity, ApostropheCMS
- **Workflow & Automation:** Zapier, n8n, Workato, Clay, Jira (incl. Automation), Trello, Notion
- **Analytics & Data:** GA4, GTM, Hotjar, Mixpanel, Amplitude, Metabase, SQL, BigQuery, Looker, Tableau
- **Webinar & Events:** Zoom, GoToWebinar, ON24, BigMarker, Hopin, Butter
- **Advertising & Growth:** Google Ads, LinkedIn Ads, Meta Ads, Twitter Ads, Reddit Ads
- **Sales Intelligence:** Clearbit, Apollo.io, ZoomInfo, Gong, Dealfront, RB2B
- **Design & Creative:** Canva, Figma, Adobe Creative Suite
- **Web Tech:** HTML, CSS, JavaScript

Education

PGDM in Multimedia Journalism

Indian Institute of Journalism & New Media

04/2018

Bangalore, India

B.A. (Hons) in History

Presidency University

04/2016

Kolkata, India

Class XII (ISC)

Julien Day School

04/2013

Kolkata, India