

Niket Jain.

DEPUTY MANAGER · B2B LEAD GENERATION & ABM

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Deputy Manager driving **B2B lead generation and ABM** for a newly demerged, publicly listed technology and BPM enterprise. I lead a small team and a marketing agency to generate qualified leads for global enterprise clients through LinkedIn Ads, Google Ads and email, and I own the website, SEO, social and online reputation end to end. I stay hands-on, building the **AI automations and a customized CRM** that make the lead engine faster, cleaner and less reliant on manual work.

01 SKILLS

- **B2B Lead Generation & ABM** demand gen, MQL/SQL generation, funnel and conversion optimization
- **Team & Agency Leadership** leading a marketing team and external agency, planning, briefing, QA, reporting
- **SEO, AEO & Website** technical and on-page SEO, AEO, link building, WordPress, design
- **AI & Marketing Automation** Claude automations, self-built Python/FastAPI tools, customized Twenty CRM
- **Paid Media** Google, LinkedIn and Meta Ads: targeting, budgeting, A/B testing, CRO
- **Email Marketing & Nurture** Mailchimp and Zoho, sequences, lead scoring and nurture
- **Social Media & ORM** content calendars, employee advocacy, online reputation (Konnnect Insights)
- **Analytics & Martech** GA4, GTM, Search Console, HubSpot, attribution and reporting

02 EXPERIENCE

Total Experience **7 yrs 8 mos** · Professional Experience **3 yrs 4 mos** · Concurrent with College Studies **4 yrs 4 mos**

Deputy Manager, Digital Marketing **Digitide Solutions Limited**

AUG 2024 – PRESENT · **2 YRS 3 MOS**

Hyderabad, India · Hybrid

- **B2B Lead Generation & ABM**
 - OWN** Generating MQLs for \$100M+ revenue clients in the Digital Transformation and BPM sectors across the US and India, using LinkedIn Ads, Google Ads and email marketing, with a team of 3.
 - IMPACT** Helped generate and influence 150+ quality leads, 3 of which converted, adding over \$1M in new revenue.
- **Website & SEO**
 - OWN** Ownership of all website updates, design changes, SEO, AEO, SEO share of voice and link building.
 - IMPACT** Grew domain authority from 0 to 24 in one year, inbound quality leads from 0 to about 3 a month, and website footfalls from 0 to 50K a month.
- **Social Media & ORM**
 - OWN** Planning, monthly content calendars, employee engagement posts and online reputation management.
 - IMPACT** Grew LinkedIn followers to 60K+ in one year.
- **AI & Marketing Automation** **INDIVIDUAL CONTRIBUTOR**
 - **Report generator:** automated customized weekly report generation, saving the team time.
 - **AI lead scoring:** temporarily replaced the need for a CRM, classifying leads by priority for email nurture.
 - **Customized Twenty CRM (in progress):** building sales intelligence to target specific users, see their complete buyer journey in one view and retarget them with ads and email; and to connect data across GA4, Search Console, LinkedIn Ads, Google Ads, email and organic social into one place.

Digital Marketing Executive Multiplier AI

Hyderabad, India · On-site · Individual Contributor

JUN 2023 – JUN 2024 · 1 YR 1 MO

Cipla Awareness Campaign

- OWN Planned and ran the campaign end to end, including influencer, video and webinar programs for healthcare professionals.
- IMPACT Grew doctor engagement from 4 to 12.

Galderma (Cetaphil) Awareness Campaign

- OWN Owned creative, content and activation across the program.
- IMPACT Grew doctor engagement from 2 to 18.

Website & SEO

- OWN Executed website updates, content and on-page SEO.
- IMPACT Improved site structure and organic visibility.

Marketing & Sales Intern Aster International Pharmaceuticals

Mumbai, India · On-site · Internship, concurrent with MSc

JAN 2023 – JUN 2023 · 6 MOS

- Supported the organization's digital marketing: website management, email marketing and social media.
- Supported event marketing at 6+ trade fairs and industry events, which brought in 100+ qualified enquiries.

Content & SEO, Freelance Freelance

Remote · Concurrent with studies

FEB 2019 – JAN 2023 · 4 YRS

- Built nine content websites from zero to first-page rankings and wrote 1,000+ articles.
- Grew them to 300,000+ monthly organic pageviews and a recurring affiliate revenue stream.

03 EDUCATION & CERTIFICATIONS

Advanced Certificate in Digital Marketing

IIT Delhi · 6-month programme

MSc

Institute of Advanced Research, Gandhinagar · 2021–23

BSc

St. Xavier's College, Ahmedabad · 2018–21

- Full-Funnel Digital Marketing, ABM & B2B Lead Generation, Udemy
- Advanced Digital Transformation, IIM Ahmedabad
- Generative AI & Prompt Engineering
- Salesforce Administrator (in progress)
- HubSpot: Marketing, Sales, Email, Content & Social
- Google SEO, UC Davis
- Marketing Workflow Automation, n8n & Clay

Also Skillsoft "AI, Data & Digital Mastery" (42 courses) · Data Science, IBM · Google Ads & Paid Advertising · Web Analytics · Email Marketing