

Ayush Kumar

Profile

Marketing executive with 3+ years of expertise in enterprise marketing, demand generation, B2C marketing and scaling startups. Proficient in 360° marketing, ABM and PR.

Currently leading Enterprise Marketing at HRTech unicorn apna. Previously I worked in Navi, a digital financial services company. Early career in marketing, operations and sales.

Experience

Team Lead, Enterprise Marketing & Demand Generation
- apna.co

January 2023



apna, an HRTech unicorn, is India's largest early talent hiring platform for businesses to connect & hire from among 59 Mn+ Job Seekers across India

Leadership & Cross-functional Team Management:

- Hire, Lead & work with Marketers & Sales Ops professionals that contributes to 40% of the lead source generating new business
- Overall, I'm responsible to drive brand affinity & lead generation among top enterprises by executing integrated programs

Events & IP Creation - Drive Demand & Retention:

- Conceptualised & built programs that generate leads among top CXOs by hosting exclusive roundtables, Rewards & recognition drive & mixers among existing clients
- Partnered with nearly 50+ events, brought speaking opportunities for our leadership, developed relationships with Business leaders across sectors and generated a marketing
- Led complete event lifecycle: researched, negotiated, optimized budget, strategized booth presence, and executed post-event analysis to drive results

Sales Enablement:

- Researched & developed brand positioning that helped build brand recall & identity
- Empowered sales teams with pitch decks, brochures, case studies, product webinars, etc

Details

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India

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Links

<https://www.linkedin.com/in/ayush-kumar-127410187/>

Skills

B2B Marketing

B2C Marketing

Content Marketing

Email Marketing

Event Strategy & IP Creation

Account Based Marketing

Public Relations

Data Driven Decision

Making GTM Strategy

Team Management &

Leadership

Event Marketing

Lead generation

Content Strategy, Marketing & PR:

- Created full-funnel content strategy & limited video series via the company's/founder's account targeting enterprises that drove MQLs by 30% and lead to a 50% rise in engagement across channels (Linkedin, emails)
- Improved the lead-to-opportunity conversion rate by 15% by implementing email journeys & efficient processes
- Executed PR campaigns that in turn drove brand recognition

Associate, Marketing Ops - Navi

December 2021 - January 2023



- Managed Meta and google analytics platforms, overseeing data collection, analysis and reporting processes.
- Collaborate with internal stakeholders to gather information, insights and feedback to grow the brand visibility.
- Deliver compelling reports and presentations to stakeholders effectively communicating research findings and offering actionable.
- Conduct research to identify consumer needs, preference and behaviours. Analyze market trends to provide insights to client

Intern/CSM - Vyapar App

September 2021 - December 2021

- Conducted client outreach to gather product feedback and provided training on product insights.
- Created detailed reports on product usage and feature adoption, and shared actionable insights with stakeholders to inform business decisions.
- Analyzed data to pitch new products, highlight benefits, and successfully upsell to clients.

IPs built @ apna (so far)

Nationbuilders.apna.co

Hiringheros.apna.co

Campusinc.apna.co

Tools

[MS Office](#)

[Excel - Advanced](#)

[Power BI - Beginner](#)

[Notion](#)

[Loveable](#)

Internship

[Vyapar App \(2021\)](#)

Recognition

[2 times Marketer of the quarter](#)

[- Apna](#)

Education

[BBA \(Major in Marketing\)](#)

[Administrative Management](#)

[College](#)

XII & X

[Baldwin Academy, Bihar](#)

Hobbies

[Foodie, Taekwondo, Travelling & Hiking](#)

