

CONTACT

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SUKIRTI AGRAWAL
MARKETING MANAGER

SKILLS

- Digital marketing
- Product marketing
- B2b marketing
- Content Strategy and design
- Campaign management
- Brand management
- Team management
- Project management
- Stakeholders management
- Process management
- Lead generation
- Cross-functional collaboration
- Strategic thinking
- Leadership
- Decision Making
- Industry analysis
- Communication
- Client handling
- Problem Solving
- Growth marketing
- GTM Strategy
- Market Research
- Data analytics

TOOLS

- Microsoft office
- PowerPoint
- Google Analytics
- Google Ads
- Meta Ads
- SEMrush
- Mailchimp
- LinkedIn Sales Navigator
- MoEngage
- Tableau
- Power BI
- Qlik
- Hubspot

EDUCATION

MBA 2019-2021
Delhi School of Economics
BBA 2017-2019
Lucknow University

CERTIFICATIONS

- Lean Six Sigma Green Belt
- Design Thinking Specialist



PROFILE

Data-driven Marketer with 5+ years of expertise in growth strategy, brand positioning and user acquisition. Strong team player with excellent communication, innovative and analytical skills having demonstrated success in developing and implementing strategic approaches to drive the market growth.



WORK EXPERIENCE

Physics Wallah Apr'24 - Present
Category Marketing Manager

- Optimized marketing channels through oversight of **paid digital campaigns**, influencer initiatives, SEO strategies, and offline efforts.
- Leveraged data and track key performance metrics to improve channel/campaign performance, resulting in **8% improvement in ROI**.
- Created comprehensive **monthly and quarterly marketing plans** that supported organizational revenue targets.
- Executed successful events** like product launches and seminars, enhancing brand visibility and customer success.
- Designed & implemented personalized content for drip marketing campaigns (EMAIL, APP, SMS, PSUH, WHATSAAP), and ran experiments achieving **13% increase in conversions**.
- Engaged & collaborated with cross-functional teams** to ensure cohesive messaging & alignment of sales strategies with marketing & business goals.

Prescience Decision Solutions Jun'2021 - Mar'2024
Marketing & Lead Specialist

- Increased brand awareness by 1500% and social media followers by 1000% over 2 years through strategic multi-platform campaigns.
- Led end-to-end marketing functions & growth funnel including **content creation, organic growth, demand generation, SEO, & website optimization**.
- Development of content strategy to deliver high-impact assets (pitch decks, brochures, case studies), enhancing sales & **lead conversion rates by ~18%**.
- Scaled social media presence by ~15x** across LinkedIn, Twitter, YouTube, and Instagram; monitored KPIs for continuous improvement.
- Planned and executed integrated **online and offline campaigns** to boost brand visibility and engagement.
- Conducted market and competitor research to drive consumer segments, **improving campaign targeting and engagement by ~20%**.
- Applied A/B testing & performance insights to optimize blog content, email flows, & case study messaging, **improving click-through rates by ~25%**.
- Generated leads through segmentation, targeted outreach, & CRM-led sales cycle management—**enhanced sales pipeline value by ~22% driving revenue**

Byvug Technologies Jul'2017 - Jun'2019
Operations Manager

- Acquired and onboarded clients across education and utility sectors in Lucknow, contributing to a **15% regional revenue increase**.
- Promoted tech-focused content on social media to support lead generation for early-stage startup, consistently generating **200+ qualified leads per quarter**.
- Led a 7-member team focused on campaign execution, analytics, and social media management - **achieved 95% on-time campaign delivery rate**.
- Managed client engagement** including requirement gathering, issue management, LTV & escalation handling, achieving an 80% client retention rate.