SIDDHARTH BOSE

Marketing Manager -> Senior Marketing Manager

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SUMMARY

Marketing manager with 6 years across B2B SaaS and edtech, currently leading a team of 4 and an annual budget of about Rs 1.8 crore. Built a content and demand-generation engine that now produces the majority of my company's qualified pipeline.

EXPERIENCE

Marketing Manager - Learnwise Technologies Aug 2023 - Present

Gurugram

- Lead a team of 4 (content, design, paid, marketing ops) and an annual budget of about Rs 1.8 crore.
- Grew marketing-sourced qualified pipeline from about 25% to 58% of total pipeline over two years.
- Took organic traffic from roughly 11,000 to 47,000 monthly sessions through a 60-article content programme built around buyer questions rather than keyword volume.
- Cut paid cost-per-MQL by about 35% by shifting spend from broad awareness to bottom-of-funnel intent campaigns.
- Introduced a monthly pipeline review with the sales head; disputes over lead quality largely stopped once both teams agreed the definition.

Assistant Marketing Manager - NexGen Cloud Jul 2020 - Jul 2023

Noida

- Ran demand generation for 2 product lines; managed a monthly budget of about Rs 6 lakh.
- Launched the company's first customer case-study programme - 14 published studies, used by sales in every deal cycle.
- Managed 3 agency relationships covering paid, PR and design.

SKILLS

Leadership team of 4, budget ownership, agency management, cross-functional alignment with sales

Demand gen content strategy, SEO, paid acquisition, lifecycle email, ABM basics

Tools HubSpot, GA4, Ahrefs, Looker Studio, Salesforce

EDUCATION

MBA (Marketing) - IMT Ghaziabad, 2020

B.Tech (IT) - West Bengal University of Technology, 2018

SPECIMEN — ResumeHub. A fictional composite written to show this template finished. Copy the structure and the shape of the sentences, never the facts. The editable .docx sits beside this file.