

KAWALNAIN KAUR

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SUMMARY

Strategic Go-to-Market and Growth Marketing leader with 10+ years of global experience across the U.S., Europe, and APAC, driving full-funnel demand generation, pipeline growth, and market expansion for B2B organizations. Proven expertise in Account-Based Marketing, Go-to-Market programs, integrated multi-channel lifecycle campaigns, behavioral segmented nurture journeys, brand and product positioning, and data-driven marketing strategy to accelerate revenue and strengthen competitive differentiation. Experienced in leveraging marketing intelligence, CRM and automation platforms, and advanced analytics to optimize customer journeys, improve conversion performance, and deliver measurable business impact.

CORE COMPETENCIES

Go-to-Market, Account-Based Marketing (ABM), Integrated Multi-Channel Campaigns, Demand Generation & Pipeline Growth, Brand and Product Positioning & Market Differentiation, Customer Journey & Lifecycle Marketing, CRM & Marketing Automation Strategy, Thought Leadership & Content Syndication, Data-Driven Marketing & Predictive Modeling, Marketing Intelligence & Performance Analytics, Revenue Attribution & Marketing Analytics, Strategic Partnerships & Affiliate Programs

WORK EXPERIENCE

Marketing Consultant | The Arete Marketing & Media House, Raleigh, NC | May 2025 – Present

- Serve as a Marketing Strategy Consultant to 4+ private clients and founders, leading go-to-market strategy, ICP development, market segmentation, and product positioning to support product launches and market expansion.
- Designed and executed Account-Based Marketing (ABM) programs for client accounts, developing targeted campaigns supported by personalized content assets, landing pages, and multi-channel outreach to drive engagement and qualified pipeline opportunities.
- Advise executive teams on integrated demand generation and growth marketing strategies, launching multi-channel lifecycle campaigns across paid media, email, and content that increased inbound demand by 35% and improved conversion rates by 20%+.
- Architect data-driven marketing ecosystems integrating 10+ MarTech and analytics platforms, building executive dashboards that reduced reporting time by 50% and enabled real-time pipeline and campaign performance visibility.

Strategic Marketing Manager | Toshiba Global Commerce Solutions, Durham, NC | May 2023 – May 2025

- Led global multi-channel demand generation programs across email, SMS, paid media, and retargeting, using segmentation and lead scoring to increase engagement by 40% and improve conversion rates by 25% across U.S., Europe, and APAC.
- Owned end-to-end product lifecycle campaigns, including ICP definition, competitive intelligence, positioning, and launch execution, driving 30% growth in product adoption and stronger post-launch engagement.
- Built behavior-driven segmented nurture journeys (onboarding, activation, upsell, re-engagement) and optimized campaigns through A/B testing and attribution modeling, improving campaign ROI by 35% and increasing MQL-to-SQL conversion by 20%.
- Designed and led Account-Based Marketing (ABM) and Go-to-Market (GTM) programs, tripling engagement across strategic accounts and accelerating pipeline velocity by 25%.
- Developed full-funnel content and sales enablement ecosystems, including white papers, eBooks, blogs, vertical playbooks, research briefs, and co-marketing materials, to strengthen thought leadership, improve lead qualification, and support pipeline progression.
- Led comprehensive SEO strategy, including technical audits, keyword intent mapping, content clustering, and on-page optimization, driving sustained organic growth and improved search visibility.
- Partnered with Sales, Product, Channel, and Business Development teams globally to align marketing with revenue targets, contributing to 40%+ of marketing-sourced pipeline.
- Managed \$400K+ annual marketing budgets across paid media, events, and partner MDF initiatives, achieving 3.5x+ ROAS while strengthening strategic partnerships, including Intel.
- Led the Employee Resource Group to strengthen engagement and cross-regional professional networking.

Digital Marketing Manager | Timesavers LLC, Maple Grove, MN | Aug 2022 – May 2023

- Architected and optimized the MarTech ecosystem (HubSpot, Salesforce, Instapage, Asana, Hootsuite) to automate reporting and streamline workflows, improving SEO/SEM performance and increasing marketing budget efficiency by 70%.
- Led multi-channel performance marketing across Google Ads, LinkedIn Ads, and lifecycle email automation, driving 40% growth in qualified inbound leads and improving CTR by 30%, accelerating pipeline velocity.
- Owned CRM integrations and lifecycle automation within Salesforce, aligning marketing programs with pipeline reporting and sales enablement to increase lead-to-opportunity conversion by 20%.
- Partnered with Sales, Channel, and Product leadership to refine messaging, optimize lead handoff, and improve funnel alignment, increasing lifecycle conversion rates by 18%.
- Led Account-Based Marketing (ABM) programs targeting enterprise accounts, doubling engagement across priority segments.
- Leveraged marketing analytics and performance insights to optimize targeting and personalization strategies, improving campaign ROI and increasing customer retention by 15%.

Strategic Marketing Manager | Method Savvy, Durham, NC | Jan 2022 – June 2022

- Advised senior client stakeholders and executives on aligning marketing roadmaps with business objectives, leading strategic GTM programs and demand generation initiatives that drove 30%+ pipeline growth and improved long-term revenue impact.
- Led SEO and content optimization strategy using SEMrush, GA4, and Google Search Console, conducting keyword gap analysis and performance tracking to increase organic traffic by 40% and improve search visibility for priority keywords.
- Executed performance marketing programs across Meta, Google, and LinkedIn, leveraging segmentation, retargeting, and A/B testing to improve lead quality by 25% and achieve 3x+ return on ad spend (ROAS).

Account Marketing Manager | Cogent Analytics, Greensboro, NC | Aug 2021 – Jan 2022

- Owned end-to-end client marketing engagements, developing tailored Account-Based Marketing (ABM) strategies that strengthened client relationships and improved long-term retention by 25%.
- Led integrated performance campaigns across SEM, paid social, and display using Google Ads and Facebook Ads Manager, improving CTR by 30% and expanding social reach by 45% through audience targeting and optimization.
- Managed client marketing budgets and cross-functional delivery teams, implementing agile workflows and marketing automation that improved campaign execution efficiency and accelerated time-to-launch.

Digital Marketing Manager | Ayu Jeeva LLC, Kolkata, India | Jan 2016 – May 2021

- Led go-to-market strategy across digital channels, establishing a unified brand identity and omnichannel presence that tripled community growth within 12 months.
- Owned SEO and content personalization strategy, driving 60% growth in organic traffic, reducing bounce rate by 25%, and expanding social audience growth by 3x.
- Executed full-funnel digital marketing programs across paid media, email, and social, improving MQL conversion rates by 30% through stronger positioning and optimized messaging.
- Leveraged marketing analytics and performance reporting to refine audience targeting and campaign optimization, increasing overall campaign ROI by 35%.

TECHNICAL EXPERTISE

AI & Intent Platforms: ChatGPT, Gemini, Salesforce Einstein, 6sense, Demandbase

Marketing Automation: Salesforce Marketing Cloud, Pardot, Marketo, HubSpot, ActiveCampaign, Mailchimp, Drip

Customer Engagement: Klaviyo, Braze, Iterable

CRM: Salesforce, HubSpot, Zoho CRM, Pipedrive

Analytics & Reporting: Tableau, Qlik Sense, Power BI, Google Analytics (GA4), Looker Studio

CMS & Web: WordPress, Shopify, Wix, Instapage, Photobiz, Squarespace, Optimizely

SEO: SEMrush, Ahrefs, GTMetrix, Google Search Console, Screaming Frog

Paid Media: Google Ads, LinkedIn Ads, Meta Ads, Disney Ads, Pinterest Ads

Social Media Management: Hootsuite, Sprout Social, Buffer

Creative Development: Adobe Creative Cloud, Canva, Figma

Project Management: Asana, Trello, Slack, Basecamp, Monday.com

CERTIFICATIONS

Artificial Intelligence in Marketing Certification | University of Virginia (In Progress)

Google Data Analytics Certification | Google (In Progress)

Account-Based Go-to-Market (ABM-GTM) Certification | Demandbase ForgeX, UK (2025)

Meta Social Media Marketing Certification | Meta (2023)

HubSpot Inbound Marketing Certification | HubSpot Academy (2022)

EDUCATION

Academy of Art University, USA | Master of Fine Arts, Photography (2020)

Assumption University, Thailand | Bachelor of Business Administration, Marketing (2016)

LANGUAGES

English, Hindi, Bengali, Punjabi, Urdu