

KAWALNAIN KAUR

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SUMMARY

Digital marketing leader with 10+ years of global B2B experience owning full-funnel campaigns and large-scale marketing program (ABM/GTM initiatives) across U.S., Europe, and APAC. Led data-driven execution and optimization, martech transformation, and AI-enabled automation to improve lead quality, accelerate pipeline velocity, and drive measurable revenue growth.

EDUCATION & CERTIFICATIONS

Academy of Art University, USA | *Master of Fine Arts, Photography*

Assumption University, Thailand | *Bachelor of Business Administration, Marketing*

STRATEGY & TECHNOLOGY EXPERTISE

- **Strategy:** Go-To-Market Strategy, Account-Based Marketing Strategy, Brand Development & Differentiation Strategy, Demand/Lead Generation Strategy, Content Marketing & Syndication Strategy, Thought Leadership Strategy, Digital Advertising & Retargeting Strategy, Budget Allocation & Optimization Strategy, ROI Forecasting & Attribution Strategy, Email Nurturing Strategy, NPS & Quality Improvement Strategy, Partnership & Affiliate Marketing Strategy, Sales Enablement Strategy, Service-Line Growth Strategy, Event & Community Engagement Strategy, Competitor & Market Intelligence Strategy, Reputation & Review Management Strategy, Data & Analytics Optimization Strategy, Martech Stack Optimization Strategy, Cross-Team Operational Strategy, Legacy Process Redevelopment & Optimization Strategy, AI-Driven Marketing & Automation Strategy, Market Research
- **Marketing Automation/ CRM:** HubSpot, Marketo, Demandbase, Salesforce, Pardot, 6Sense
- **Web Development/ Content Management Systems:** WordPress, Shopify, Wix, Instapage, Photobiz, Squarespace, Optimizely
- **SEO:** SEMrush, Ahrefs, GTMetrix, Google Search Console, Screaming Frog
- **Data Analytics:** Tableau, Qlik Sense, Microsoft Power BI, Google Analytics (GA4), Looker Studio
- **Digital Advertising:** Google Ads, LinkedIn, Meta Ads, Disney, Pinterest
- **Social Media Management:** Hootsuite, Sprout Social, Buffer
- **Creative Development:** Canva, Adobe Creative Cloud, Figma
- **Project Management:** Asana, Trello, Slack, Basecamp, Monday.com

WORK EXPERIENCE

The Arete Marketing & Media House

FOUNDER & MARKETING CONSULTANT

May 2025 - Present

Raleigh, NC

- Led end-to-end marketing strategy for small and mid-sized clients, developing GTM plans, ICPs, positioning, and multi-channel campaign frameworks that improved lead quality and elevated brand visibility.
- Designed and executed full-funnel digital programs across paid social, search, email, and content, driving measurable increases in engagement, inbound demand, and conversion efficiency.
- Built lightweight martech and analytics systems for clients using HubSpot, GA4, and Looker Studio, enabling clearer performance insights, automated reporting, and data-informed decision making.
- Created high-converting websites, microsites, and landing pages that aligned product positioning with customer journeys, improving engagement and supporting full-funnel activation.

Toshiba Global Commerce Solutions

STRATEGIC MARKETING MANAGER

May 2023 - May 2025

Durham, NC

- Directed global digital marketing strategy for demand and lead generation/nurturing campaigns across paid, owned, and earned channels, achieving ROI uplift and an accelerated pipeline, while overseeing content management systems.
- Engineered ABM and GTM programs, that tripled engagement among top accounts and accelerated the pipeline.
- Managed paid media campaigns, optimizing targeting, bidding, and creatives to drive higher-quality leads and improve ROAS.
- Executed multi-channel marketing campaigns, including emails, display ads, search ads, webinars, landing pages, microsites.
- Enabled and cross-functionally collaborated with Sales, Business Development, Channel, Customer Success, and Product teams to align campaign messaging and ensure market fit.
- Developed vertical-specific sales playbooks, industry research sheets, phone scripts, and co-marketing assets, for enabling sales and business development teams, resulting in higher lead quality as reflected by improved qualification rates.
- Developed strategic industry research materials, including spec sheets, market analyses, gap analyses, competitive analyses, and ICP profiles, that informed targeted demand generation campaigns.
- Created full-funnel marketing assets including white papers, blogs, case studies, eBooks, landing pages, email nurture flows, paid ad creatives, sales enablement decks, and campaign toolkits.
- Developed comprehensive Tableau dashboards by integrating 28+ data sources to optimize campaign performance, apply data analysis, and reduce CAC, reinforcing data-driven decision making.

- Managed and allocated a \$400K+ marketing budget across growth campaigns, business development, paid search, events, and MDF programs, applying best practices in collaboration with partners like Intel to ensure agile project management, efficient resource deployment, budget optimization, and vendor management.
- Coordinated major industry trade shows by aligning logistics and cross-functional field campaigns to maximize exposure and ROI, effectively integrating partner insights into campaign strategies and managing public relations activities.
- Launched a global employee wellness program and facilitated in-person/ online workshops that promoted health awareness, resulting in higher employee engagement and positive feedback across regions.
- Led the Employee Resource Group to promote increased employee participation and fostered stronger professional global networking across the company.

Timesavers LLC

Aug 2022 - May 2023

DIGITAL MARKETING MANAGER

Maple Grove, Minnesota

- Optimized the MarTech stack (HubSpot, Salesforce, Asana, Instapage, Hootsuite) to streamline workflows, automate key processes, and improve SEO/SEM performance, increasing internal budget efficiency by 70%.
- Led multi-channel performance campaigns using Google Ads, LinkedIn Ads, and email automation, which increased pipeline velocity, boosted clickthrough rates, and generated higher quality inbound leads.
- Executed full-funnel account-based marketing programs across priority segments, increasing target account engagement.
- Translated analytics into optimization actions that enhanced personalization, lifted conversion efficiency, and supported revenue growth and customer retention.

Method Savvy

Jan 2022 - Aug 2022

STRATEGIC MARKETING MANAGER

Durham, NC

- Advised client executives on go-to-market strategy, aligning roadmaps with business goals to accelerate pipeline growth and improve long-term revenue impact.
- Managed marketing budgets and led cross-functional teams to execute multi-channel integrated digital campaigns.
- Optimized automated marketing workflows by integrating intent and firmographic data, driving market penetration, improving MQL quality and strengthening account growth.
- Ran performance campaigns across Meta, Google, and LinkedIn, applying segmentation, retargeting, and A/B testing to refine audiences, boost lead quality, and raise ROAS.

Cogent Analytics

Aug 2021 - Jan 2022

ACCOUNT MARKETING MANAGER

Greensboro, NC

- Managed end-to-end client accounts, developing tailored account-based marketing strategies that strengthened long-term retention.
- Led integrated SEM, paid social, and display campaigns with Google Ads and Facebook Ads Manager, raising engagement metrics (CTR) and expanding social reach by 45%.
- Oversaw client marketing budgets and cross-functional team alignment, implementing agile workflows and marketing automation.

Ayu Jeeva

Jan 2016 - Aug 2021

DIGITAL MARKETING MANAGER

Kolkata, India

- Executed go-to-market strategies that tripled community growth, unified brand identity, and established a consistent omnichannel presence across digital platforms.
- Led SEO optimization and content personalization initiatives, driving a 60% increase in organic traffic, a lower bounce rate, and a substantial growth in social followers.
- Executed full-funnel digital campaigns, boosting MQL conversion through strengthened brand perception and optimized messaging.
- Leveraged data analytics reports to refine targeting and personalize messaging, which improved campaign ROI and boosted lead generation and customer engagement.

CERTIFICATION

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)

Mindfulness Meditation Certification | YogaRenew, (2024)

Meta Social Media Marketing Certification | Meta (2023)

HubSpot Inbound Marketing Certification | HubSpot Academy (2022)

LANGUAGES

English, Hindi, Bengali, Punjabi, Urdu, Thai