AKHIL ANAND

Marketing Strategy & Growth Leader

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Work Portfolio

Marketing Strategy & Growth Leader with 7+ years of experience building marketing capabilities and growth systems for technology and digital commerce businesses. Experienced in marketing transformation, product positioning, international growth and GTM strategy, with a track record of partnering directly with founders and CEOs to connect marketing execution with business priorities.

Work Experience

Marketing & Communications Manager

CODILAR TECHNOLOGIES, Bengaluru

May 2024 – Jan 2026

Recruited to transform Codilar's marketing function during a period of international expansion, building the capabilities, systems and growth infrastructure needed to support a more structured commercial organisation.

- Rebuilt Codilar's marketing function from a 4-member execution team into a 12-member multidisciplinary organisation, establishing specialised ownership across SEO, content, design, social media and website operations.
- Led the transformation of Codilar's website ecosystem into commercial growth platforms, including dedicated UAE and Saudi Arabia websites, with new positioning, information architecture, customer journeys and regional SEO foundations.
- Built Codilar's international SEO capability across India, UAE, Saudi Arabia and the US, expanding indexed pages from 120 to 200+, blogs from 80 to 160+, case studies from 15 to 30+, and launching 34+ regional landing pages.
- Established Codilar's first Customer Marketing function, transforming delivery success into case studies, testimonials, award submissions, PR, and sales enablement assets supporting enterprise sales.
- Partnered directly with the CEO and leadership team to introduce KPI-driven planning, executive dashboards and structured business reviews, connecting marketing priorities and performance more closely with business objectives.

Marketing Head (Advisory / Strategic Engagement)

FOLLOWS.APP, Remote

Feb 2024 – Apr 2024

Led marketing for an early-stage Web3 SocialFi platform, working on positioning and product marketing for an emerging category.

- Developed the product narrative and messaging to make the SocialFi concept more understandable and relevant to potential users.
- Supported early-stage growth initiatives around creator engagement, community building, and market exploration.
- Worked across product and marketing to establish clearer foundations for communicating the platform's value proposition.

Tools & Platforms

Marketing, Analytics & SEO

Google Analytics (GA4)
Google Search Console
Google Tag Manager
HubSpot
SEMrush
Ahrefs

CMS & Creative

WordPress
Figma
Adobe Creative Suite

AI

Generative AI Tools

Core Expertise

Marketing Strategy

Marketing Transformation
Growth Strategy
Product Positioning
Go-to-Market Strategy

Growth & Demand

Demand Generation
International Growth
SEO & Organic Growth
Customer Marketing

Marketing Operations

Team Building & Leadership
Marketing Systems & Processes
Cross-functional Collaboration
Performance & Reporting

Digital Marketing Consultant

WEBTIGA, Bengaluru(Hybrid)

Nov 2023 – Feb 2024

Joined as **Employee #1** following the NetObjex acquisition, partnering directly with the founding team to establish the marketing foundation of an enterprise AI startup.

- Built the company's initial brand strategy, messaging architecture, GTM framework, and commercialisation assets before product launch.
- Led product positioning for UnifyGPT, translating enterprise AI capabilities into customer-focused value propositions across HR, Insurance, Knowledge Management, and enterprise operations.
- Contributed to the positioning of Twin.bot, developing differentiated messaging for enterprise and consumer audiences while supporting product strategy.
- Managed external creative agencies while developing product decks, brand guidelines, website planning, sales collateral, and launch-ready marketing assets.

Digital Marketing Manager *(Promoted from Digital Marketing Executive)*

NETOBJEX INC. Bengaluru, Trivandrum

Jul 2019 – Sep 2023

Joined NetObjex during its early growth stage and progressed from Digital Marketing Executive to Digital Marketing Manager, expanding from campaign execution into broader ownership across product marketing, commercialization and strategic marketing.

- Took on progressively broader marketing ownership as the function grew from a 3-member team to 7 members, spanning product marketing, content, SEO and marketing operations.
- Partnered with founders and cross-functional teams to commercialize complex technology solutions across AI, IoT, healthcare, blockchain and digital transformation, translating technical capabilities into clearer customer narratives.
- Supported product positioning and go-to-market initiatives, including COVIDPreAuth, developing product messaging, website content, launch campaigns, presentations and sales collateral.
- Created product, thought-leadership and sales enablement assets - including white papers, solution decks, presentations and website content - to support enterprise sales, partnerships and investor conversations.
- Worked across marketing initiatives supporting international visibility, product launches, events and founder communication as the company evolved from an early-stage startup.

Education

BACHELOR OF COMPUTER SCIENCE (Bsc)
KANNUR UNIVERSITY