AKHIL ANAND

Marketing Strategy & Growth Leader

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PROFESSIONAL SUMMARY

Results-driven Marketing Strategy & Growth Leader with 7+ years of experience building scalable marketing systems, cross-functional teams, and inbound growth engines across B2B SaaS, Digital Commerce, Enterprise Tech, and AI. Proven track record partnering directly with founders and executive leadership to align marketing execution with revenue priorities, spearhead international multi-site digital transformations, establish global SEO dominance, and drive structured customer advocacy programs.

CORE COMPETENCIES

Marketing Strategy & Leadership: Go-to-Market (GTM) Strategy, Demand Generation, B2B SaaS Growth, Product Positioning, Team Building (up to 12), Budget & Vendor Management, Executive Dashboards & OKRs

Organic Growth & SEO: International SEO (India, UAE, KSA, US), Technical SEO, Website Architecture Transformation, Conversion Rate Optimization (CRO), Content Strategy, Inbound Acquisition

Customer Marketing & Enablement: Customer Advocacy Frameworks, Case Studies & Video Testimonials, Sales Enablement Decks, Strategic Co-Marketing, International Event Marketing (GITEX, Seamless, Meet Magento, Retail Re:Mix)

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager | Codilar Technologies Pvt. Ltd.

May 2024 – Jan 2026 • Bengaluru, India

- **Team Leadership & Transformation:** Scaled the marketing department from a 4-member execution unit into a 12-member multidisciplinary organization covering SEO, Content, Design, Social Media, and Web Operations, establishing clear KPIs and sprint-based operating rhythms.
- **Digital Ecosystem Overhaul:** Directed the enterprise website overhaul and launched dedicated regional websites for UAE (.ae) and Saudi Arabia (.sa) with localized positioning, structured user flows, and multilingual SEO foundations.
- **Organic Growth & Demand Generation:** Established SEO as the #1 inbound engine, accounting for 43.12% of website traffic, 31,960+ organic sessions (88% engagement rate), and driving consistent qualified inbound pipeline.
- **International Search Dominance:** Built multi-region SEO footprint across US, UAE, and KSA; expanded indexed pages (120 to 200+), blogs (80 to 160+), and ranked 100+ keywords at #1, securing first-page rankings for 70+ UAE Magento and 50+ KSA Adobe Commerce keywords.
- **Customer Advocacy & Proof Assets:** Built the company's inaugural customer advocacy program, producing 30+ enterprise case studies, video testimonials, and award submissions that won industry honors at Meet Magento (India/NY) and BigBox Awards.
- **International Events & Partnerships:** Led end-to-end event marketing across 14+ international commerce conferences (GITEX Global, Seamless Middle East/Saudi, Retail Re:Mix, Meet Magento) and managed co-marketing campaigns with global partners including Shopify and Freshworks.

Marketing Head (Advisory / Strategic Engagement) | Follows.app

Feb 2024 – Apr 2024 • Bengaluru, India

- **Category Positioning:** Led positioning, narrative architecture, and product marketing for an emerging Web3 SocialFi category to make decentralized creator monetization clear to prospective users and ecosystem partners.
- **Growth & Creator Engagement:** Established community-led growth playbooks, creator onboarding funnels, and product messaging frameworks aligned with engineering roadmap releases.

Digital Marketing Consultant / Founding Marketer | WebTiga Technologies Pvt. Ltd.

Nov 2023 – Feb 2024 • Bengaluru, India

- **Startup Foundation:** Partnered with founding leadership as Employee #1 post-NetObjex acquisition to establish the marketing foundation, brand identity, and commercialization roadmap for an enterprise AI venture.
- **Enterprise AI Product Positioning:** Led positioning and messaging architecture for UnifyGPT, translating complex generative AI and orchestration capabilities into business value propositions across Insurance, HR, and Enterprise Operations.
- **Sales & Fundraising Enablement:** Produced investor decks, enterprise sales collateral, and product narratives supporting 20+ enterprise prospect demos and strategic investor pitch meetings.
- **Brand & Creative Operations:** Managed agency partners in executing brand visual identity, website architecture, and launch collateral for consumer AI application Twin.bot.

Digital Marketing Manager (Promoted from Digital Marketing Executive) | NetObjex Inc.

Jul 2019 – Sep 2023 • Bengaluru, India

- **Career Progression:** Advanced from campaign execution to full ownership of digital marketing, product marketing, and branding across IoT, Blockchain, AI, and Enterprise SaaS product lines.
- **Team Management:** Mentored and scaled a 7-member cross-functional marketing team (SEO, UI/UX, Motion Graphics, Web Developers, Copywriters), streamlining multi-product marketing deliverables.
- **Product GTM & Launch:** Orchestrated go-to-market execution for COVIDPreAuth enterprise healthcare solution, delivering positioning, collateral, product explainer videos, and landing page funnels.
- **Content & Thought Leadership:** Authored enterprise whitepapers, pitch decks, investor presentations, and case studies supporting strategic client partnerships and fundraising conversations.
- **Executive Branding & Events:** Elevated executive brand presence via tech podcasts, conference sponsorships, startup events, and ecosystem partner collaborations.

TOOLS & TECHNICAL PLATFORMS

Analytics & Attribution: Google Analytics (GA4), Google Search Console, Google Tag Manager, Looker Studio, LinkedIn Analytics

SEO & Content Tools: SEMrush, Ahrefs, Screaming Frog, Google Keyword Planner

CRM & Marketing Automation: HubSpot, Salesforce CRM, Sendgrid

CMS, Design & AI: WordPress, Shopify Plus, Adobe Commerce (Magento), Figma, Adobe Creative Suite, Generative AI Suite

EDUCATION

Bachelor of Science (BSc) in Computer Science | Kannur University, Kerala, India