




SHUBHADEEP GUHA

Marketing and Communications Manager

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 New Delhi

ACCOMPLISHMENTS

Revenue

Generated USD 200k annual revenue from marketing initiatives.

Process Optimization

Led a 4-member marketing team to deliver weekly campaigns.

Social Media (Organic)

- Grew the LinkedIn page to 18k followers through strategic content.
- Developed and managed a comprehensive social media calendar.
- Garnered 100k average monthly impressions on LinkedIn.


Newsletters


- Achieved above-industry standard average open rates (30%).
- Managed 10 paid newsletters.

Website

- Created new pages that generate 18k pageviews monthly
- Increased website traffic to 240k average monthly views.
- Created campaigns that consistently generated 1k+ monthly leads.

PROFESSIONAL SKILLS AND COMPETENCIES

 LinkedIn, Twitter, YouTube, PPC Analytics, Web Analytics, Sprinklr

 Google AdWords, Google Tag Manager, Google Analytics, Keyword Planner, HubSpot, SEMRush


 Adobe Illustrator, Photoshop, After Effects

 WordPress, Elementor, Yoast SEO

 MailChimp, GetResponse, Eloqua

 MS Office: Powerpoint, Word, Excel, Power Bi

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- SEO, SEM, PPC, Social Media Marketing, Content Marketing
 - Email Marketing, Marketing Automation Tools, Web Analytics Tools, CMS, HTML/CSS, Graphic Design Software, A/B Testing
 - CRM, Data Analysis and Reporting



Communication Skills, Leadership, Team Management, Creativity, Strategic Thinking, Analytical Skills, Problem-solving, Adaptability, Time Management, Project Management, Collaboration, Attention to Detail, Presentation Skills

SUMMARY

Marketing and communications professional with 7+ years of experience supporting global leadership teams in professional services and market research environments. Expertise in marketing operations, global content amplification, internal communications, performance analytics, and cross-regional coordination. Proven ability to translate business insights into structured marketing initiatives, manage complex workflows across time zones, and deliver high-quality outputs in fast-paced, stakeholder-driven environments.

EXPERIENCE

Marketing and Communications Manager

Mar 2025 - Ongoing

Cognitio Analytics Inc

- Developed Cognitio's first integrated marketing roadmap and go-to-market brand strategy covering visual identity, tone, digital assets, and performance dashboards across web, CRM, social, and content while reporting key KPIs to leadership.
- Revamped website content and UX while deploying GA4, Search Console, and Tag Manager boosting organic traffic by 120% in 3 months.
- Created and maintained a content calendar, enabling a 3x increase in output and launching a monthly leadership newsletter.
- Organically increased company LinkedIn page followers by over 25% in 3 months through strategic storytelling, event amplification, and thought leadership driving strong growth in impressions and engagement.
- Implemented HubSpot CRM workflows, email segmentation, and ABM campaigns to nurture leads and engage partner networks.
- Marketed strategic event participation by developing STP plans based on attendee analysis and refining messaging to target key decision-makers (e.g., CXOs), generating high-quality leads and strengthening brand visibility.
- Led SEO content strategy and revamped key product pages; produced high-impact assets including case studies, blogs, and webinars.
- Developed high-impact marketing assets, including case studies, blogs, whitepapers, webinar content, and event collateral.

Assistant Marketing Manager

Jun 2018 - Jul 2024

Counterpoint Technology Market Research

- Drove multi-channel campaigns for clients such as Samsung, Google, Qualcomm, HONOR, Verizon, OnePlus, among others, managing a team of 4 people, including 3 associates and a graphic designer, to run multiple campaigns for the marketing team.
- Managed corporate website and implemented HubSpot for campaigns, achieving 240k+ monthly views and generating over 1,000 leads (SQL) per month. Revamped SEO techniques, boosting organic traffic by 150% and increasing inbound leads by 20% annually, while generating 1.5M annual impressions for optimized pages.
- Organically grew LinkedIn and Twitter followers to 24k; achieved 100k+ monthly impressions and above-average engagement.
- Responsible for email marketing that caters to 20k subscribers, overseeing 10 monthly newsletters, responsible for timely delivery, engagement, and subscribers growth strategies, while growing newsletter subscribers organically by 6k every year.
- Managing various projects like facilitating meetings for 10+ global events where the company currently participates, data visualization projects for new research, and digital campaign execution for 40+ technology events, results, and announcements.
- Organized training for 100+ analysts in 12 countries on marketing, products, and company culture.

EDUCATION

MBA, Marketing and Business Design

2016 - 2018

Prin. L. N. Welingkar Institute of Management Development & Research, AICTE

Bachelor of Technology, Mechanical

2012 - 2016

Galgotia's College of Engineering and Technology, APJ Abdul Kalam University

SSC and SSC

2009 and 2011

Manava Bharati India International School, CBSE

EXTRA-CURRICULARS

Captain, *Stray Dogs in Sweaters*

UPAI-accredited Ultimate Frisbee team, standing 7th (of total 158 teams in the country) in 2022. Led a 30-member mixed gendered team competitively playing the 2022 nationals, comprising of 16 international players

Player, *Delhi Ultimate Frisbee Team*

Playing for the state team every year since 2020.

Player, *GK Mad and Vipers*

Playing for the teams every year since 2022.