

JUGAL THAKKAR

Marketing Leader | Head of Marketing / Marketing Director | Brand, Demand Generation & AI Marketing

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Total Experience: 15 Years | **Current CTC:** Rs 26 LPA | **Expected CTC:** Rs 30 LPA | **Notice:** ~30 days | **Location:** Bengaluru (open to relocation) | **Work Mode:** Onsite / Hybrid / Remote

PROFILE SUMMARY

B2B marketing leader with 15 years building content, brand, and demand-generation engines across financial services, B2B SaaS, healthtech, FMCG, real estate, and media in India, the UK, US, and EMEA. Currently Marketing Head at Invensis Technologies, leading marketing across four group companies. Proven impact: USD 4M influenced pipeline, 450 SQLs, 40% brand-recall lift, 8.6x ROAS, and 35% lower cost-per-lead. Expert in demand generation, account-based marketing (ABM), product marketing, SEO/SEM, marketing automation (HubSpot, Salesforce), and AI-accelerated marketing, including building production AI marketing systems in Python and Rust.

KEY SKILLS

Marketing Strategy, B2B Marketing, B2B SaaS Marketing, Fintech Marketing, Demand Generation, Account-Based Marketing (ABM), Lead Generation, Pipeline Generation, Brand Strategy, Brand Positioning, Content Marketing, Content Strategy, Thought Leadership, Product Marketing, Go-To-Market (GTM) Strategy, Marketing Automation, HubSpot, Salesforce, CRM, SEO, SEM, Generative Engine Optimization (GEO), Performance Marketing, Paid Media, LinkedIn Ads, Google Ads, Meta Ads, Lifecycle Marketing, Email Marketing, Conversion Rate Optimization (CRO), Marketing Analytics, Google Analytics 4 (GA4), Webflow, WordPress, Marketing Operations, Campaign Management, Team Leadership, Agency Management, AI Marketing, Digital Marketing

CORE COMPETENCIES

Content & Brand: Content Strategy, Thought Leadership, Brand Positioning, Storytelling, Messaging Frameworks, Case Studies, PR / Events / Partnerships, Client Communication

Demand Generation & GTM: Multi-Channel Campaigns, Account-Based Marketing (ABM), Demand & Pipeline Generation, Go-To-Market Messaging, Product Marketing & Feature Positioning, Lifecycle Marketing

Digital & Performance: SEO & SEM, Paid Media (LinkedIn, Google, Meta), Email & Marketing Automation, Website & Webflow, Conversion Rate Optimization, Analytics & ROI

AI-Accelerated Marketing: AI-Assisted Content Production, Human + AI Review Loops, AI-Driven Personalization, Generative Engine Optimization (GEO), Custom AI Agents (Python, Rust), Marketing Workflow Automation

Leadership & Operations: Cross-Functional Leadership, Team Building & Mentoring, Agency & Vendor Management, Stakeholder & Executive Communication, Budget & Performance Management

Tools & Platforms: HubSpot, Salesforce, Google Analytics 4, Semrush, Ahrefs, Sitecore, Webflow, WordPress, Contentstack, Figma, Canva, LinkedIn / Google / Meta Ads, Zapier, Python, Docker, AWS

WORK EXPERIENCE

Marketing Head, Invensis Technologies

Bengaluru, India | 2025 - Present

- Lead marketing across four group companies (Invensis Technologies, RTWO Global Healthcare, Phyigital Insights, Confident Dental Chairs) with a five-person team of function owners across SEO, design and video, social media, and account management, plus MBA interns mentored each cycle.
- Built the brand positioning and messaging system around a defined ICP, turning it into a repeatable GTM and content narrative aimed at UK and US buyers, supported by PR seeding, events, and partnerships.
- Run an account-based marketing (ABM) and outbound program against US financial-services accounts across factoring, finance and accounting, and mortgage processing, combining LinkedIn content, multi-step email sequences, and event activations such as IFA Nashville, working directly with the CEO.
- Run executive LinkedIn thought-leadership programs for the CEO: personal-brand positioning, ghost-written articles, and content calendars that put leadership in front of enterprise and financial-services buyers.
- Own content strategy across the group: editorial calendar, SEO blog program, thought-leadership articles, client case studies, gated assets, and lifecycle email, held to one editorial standard across all four brands.
- Run product marketing for RTWO Global Healthcare's clinical platforms (ICU Connect, Ambulance Connect, RINA): GTM messaging and feature positioning aimed at intensivists and hospital administrators.

- Own performance measurement and optimization: channel analytics reporting to leadership and a 90-day SEO and AI-visibility recovery plan executed with the team.
- Rebuilt the Invensis website as a 64-page Webflow site, aligning content strategy, messaging, SEO, and conversion paths to enterprise and financial-services buyers.
- Launched the Generative Intelligence Optimization (GIO) program to lift brand citation inside AI answer engines, targeting a 36% AI citation rate by end of 2026.
- Build production AI marketing systems in-house: content and creative automation pipelines and multi-agent frameworks in Python and Rust.

Marketing Manager, India, Horizontal Digital

Bengaluru, India | 2024 - 2025

- Ran demand generation across EMEA and US for the enterprise SaaS platforms the consultancy implements: Sitecore DXP, Salesforce Sales Cloud, and Salesforce Marketing Cloud (clients include Emirates NBD, Raymond James, DP World, Emaar).
- Orchestrated the Sitecore DX Dubai and GITEX 2024 program end to end, capturing 450 SQLs and influencing a USD 4M pipeline across enterprise and financial-services accounts.
- Launched a Free Martech Evaluation funnel, from landing page to nurture, that generated 200 MQLs in its first quarter.
- Ran persona-led messaging and a case-study program across enterprise and financial-services buyers, lifting brand recall 40% and positioning the firm as an AI and digital-experience leader.
- Built C-suite engagement programs (AI Future-Ready Dinners and Strategic Advisory Councils) that closed three enterprise deals worth USD 1.2M in two quarters.
- Integrated GA4 with HubSpot into a real-time pipeline dashboard, cutting reporting turnaround 90% and shortening optimization cycles.

Digital Marketing Manager, Digile Technologies

Bengaluru, India | 2022 - 2023

- Owned the full digital function: strategy, content, web, paid, lifecycle, analytics, and the external agency stack.
- Ran US and UK demand generation for the enterprise SaaS platforms the firm implements, including Oracle, NetSuite, ServiceNow, and SAP.
- Led a full brand refresh and Webflow migration, raising monthly organic sessions from 12,000 to 16,800 (+40%) and average session time from 1m 50s to 2m 43s (+48%).
- Restructured paid search around high-intent keywords and tighter match types, trimming cost per lead 17% while holding volume.
- Deployed the full HubSpot stack for Arogya Health: CPL down 35% and MQL-to-SQL conversion doubled in 90 days.

Head of Digital Marketing, Optimum Utility Solutions

Bengaluru, India | 2021 - 2022

- Ran the Mission Neurogen 90-day awareness drive: 19M reach, 6% engagement, and 600+ pledge sign-ups across paid social and content.
- Built an online product-selector tool that doubled qualified web leads from 65 to 130 per month within 60 days.

Manager, Digital Marketing, Pink Lemonade Communications

Bengaluru, India | 2020 - 2021

- Launched ITC Baked Creations and India's first Children's MBA program, and ran a brand repositioning project for a national beer brand.
- Planned and ran a Herbalife engagement program delivering 2.5M reach, 4.5% engagement, and 18,000 prospect actions.
- Managed a Dell paid-media pilot driving 5,500 product-page visits at a cost per click of Rs 12 or lower across LinkedIn and Google Display.

Associate Director, Brand Solutions and Partnerships, Chtrbox

Mumbai, India | 2020

- Led brand and influencer partnership pitches for one of India's largest creator-marketing platforms before the pandemic redirected priorities.

Head of Digital, Think WhyNot Group

Mumbai, India | 2019 - 2020

- Built the agency's digital marketing and communications practice: team leadership, strategy across a multi-vertical client roster, and the data discipline to make creative decisions accountable to outcomes.

Creative Head, Consultant, Times Network (Bennett, Coleman and Co.)

Mumbai, India | 2018 - 2019

- Planned and executed the digital launch of Times Fashion Week in Mumbai and Delhi: multichannel content calendars, on-ground live coverage, and full-day social wraps.

- Led digital amplification for the Miss Diva 2020 tour: city-capsule videos (top clip 6M reach) and the #MissDivaInChennai hashtag (7.3M impressions; community 184K to 203K).
- Drove the Femina Miss India 'geography unity' content theme, delivering 20% growth in national TV viewership and roughly 40% growth in reach across the year.

Senior Brand Catalyst, AGENCY09

Mumbai, India | 2013 - 2018

- Ran Lakme Fashion Week digital for three consecutive editions at 120% growth, introducing Digital Press Conferences and the #BeTheNext brand IP.
- Lakme Fashion Week S/R 2016: steered a 14-person live newsroom, publishing 1,000+ assets and 33 Facebook Live videos, reaching 7M users in 10 days.
- JP Infra Property Blitz (MMR): 7,500+ verified real-estate leads captured in a 65-day multi-channel campaign.
- Supreme Universal #EduSelfie CSR drive: 10,000+ user-generated selfies and 200K+ daily organic reach in five days with zero paid media.
- Electrolux Re 1 Ka Shagun: 3.36M reach, 35,500 clicks, and 170 qualified leads delivered 35% under the Rs 5.5 lakh budget.
- Rajesh LifeSpaces SEO overhaul: organic sessions up 25% MoM (4,001 to 5,003) with 17 priority keywords on Google page one. Agency grew from 1 to 65 people during tenure.

Senior Executive, Fetise Retail

India | 2011 - 2012

- Owned production, sourcing, supply chain, customer support, and stock evaluation across the operations of an early Indian e-commerce fashion start-up.

PERSONAL PROJECTS

- Built and shipped an interconnected AI product ecosystem over 11 months covering voice, content, and marketing intelligence.
- Wizyads (Oleander Villas): built a precision Meta and Google ABM funnel for a luxury villa launch, delivering 218 HNI leads in 60 days at 8.6x ROAS, with the first Rs 6.5 Cr villa sold in 45 days.
- Designed AI-assisted content and creative production pipelines (HTML-to-image rendering and AI video assembly) with human review loops.

EDUCATION

Bachelor of Business Administration (BBA), Business Administration and Management, University of Madras, Chennai (2020 - 2023)

CERTIFICATIONS

HubSpot Inbound Marketing (2024) | HubSpot Revenue Operations (2024) | Google Analytics 4, GAIQ (2023) | Sitecore Content Hub Foundations (2023) | Advanced Account-Based Marketing, Demandbase (2022) | AI for Marketers Executive Program, Northwestern University (2022) | Digital Transformation Leadership, LinkedIn (2021)