



JUGAL THAKKAR

MARKETING DIRECTOR

[+91 9773584703](tel:+919773584703) | www.jugalt.com | me@jugalt.com | [LinkedIn.com/in/jugalT](https://www.linkedin.com/in/jugalT) | Bengaluru, 560100, India

SUMMARY

Growth-focused marketer with 13 years of experience turning tight budgets into measurable reach, qualified demand, and revenue for technology, real estate, consumer-electronics, and lifestyle brands across India and the EMEA region. Adept at ABM, paid-media optimisation, SEO, and cross-functional team leadership. Career highlights include 450 SQLs and a USD 4 million pipeline from Sitecore DX Dubai and GITEK, a 40% organic traffic surge for Digile Technologies, and a 25% month-over-month (MoM) SEO lift for Rajesh LifeSpaces.

WORK EXPERIENCE

HORIZONTAL DIGITAL // MARKETING MANAGER, INDIA // Global Sitecore & digital-experience consultancy 2024 – 2025

- Orchestrated Sitecore DX Dubai + GITEK 2024 programme, capturing 450 SQLs and influencing a USD 4 million pipeline.
- Launched "Free Martech Evaluation" funnel that generated 200 MQLs in its first quarter.

Reason for exit: **Global downsizing**

DIGILE TECHNOLOGIES // DIGITAL MARKETING MANAGER // DevOps & SaaS enablement firm 2022 – 2023

- Led full brand refresh and Webflow migration, raising monthly organic sessions 12,000 → 16,800 (+40 %) and average session time 1 m 50 s → 2 m 43 s (+48 %).
- Shifted paid-search focus to high-intent keywords, trimming CPL by 17 %.

Reason for exit: **The Company moved operations overseas**

OPTIMUM UTILITY SOLUTIONS // HEAD OF DIGITAL MARKETING // Technology services start-up (health-tech focus) 2021 – 2022

- Ran "Mission Neurogen" 90-day awareness drive: 19 million reach, 6 % engagement, 600+ pledge sign-ups.
- Built an online product-selector that doubled qualified web leads 65 → 130 per month within 60 days.

Reason for exit: **The venture dissolved due to a partner dispute.**

PINK LEMONADE COMMUNICATIONS // MANAGER, DIGITAL MARKETING // Integrated content & performance agency 2020 – 2021

- Planned Herbalife PC engagement plan delivering 2.5 million reach, 4.5 % engagement, and 18,000 prospect actions.
- Managed Dell paid-media pilot, driving 5,500 product-page visits at ≤ ₹12 CPC across LinkedIn & Google Display.

Reason for exit: **Joined OUS opportunity.**

TIMES NETWORK (BENNETT, COLEMAN & CO.) // CREATIVE HEAD, CONSULTANT // 2018 – 2019

- Planned and executed the digital launch of Times Fashion Week in Mumbai (×1) and Delhi (×1): multichannel content calendars, on-ground live coverage, guaranteed Twitter trending, and centralised uploads delivering full-day social wraps for designers, sponsors, and celebrity talent.
- Led digital amplification for Miss Diva 2020 tour: city-capsule videos (top clip 6 million reach) and #MissDivaInChennai hashtag (7.3 million impressions, community 184k → 203k)

Reason for exit: **Fixed-term consulting engagement completed.**

JUGAL THAKKAR

MARKETING DIRECTOR

WORK EXPERIENCE CONTINUED

AGENCY09 // Senior Brand Catalyst // Digital AOR for fashion, FMCG, and real-estate brands

2013 – 2018

- Times Fashion Week (agency phase): Strategize and execute multi-city digital roll-outs for the Mumbai (×2), Pune (×1), and Bangalore (×2) editions, coordinating hygiene, countdown, backstage, and live-stream assets by the 2017 scope.
- Lakmé Fashion Week S/R 2016: steered a 14-person live newsroom, publishing 1 000 + assets and 33 Facebook Live videos, reaching 7 million users in 10 days.
- Electrolux “₹1 Ka Shagun”: 3.36 million reach, 35.5k clicks, 170 qualified leads on ₹5.5 lakh budget (35 % under).
- Rajesh LifeSpaces SEO overhaul: organic sessions 4 001 → 5 003 (+25 % MoM); 17 priority keywords to Google page 1.

Reason for exit: **Scaled agency from 1 → 65 employees; moved to tech-sector roles.**

EDUCATION

BACHELOR'S DEGREE | Business Administration & Management / UNIVERSITY OF MADRAS, CHENNAI /

2020 – 2023

SKILLS

Digital Marketing Strategy	Salesforce CRM	Storytelling	Negotiation Skills
Demand Gen Strategy	Canva	AI-Driven Personalisation	Communication Skills
Account-Based Marketing	LinkedIn Ads	Cross-Functional	Market Analysis
Brand Positioning	Google Ads	Leadership& OKR Coaching	Customer-Facing
Data & ROI Analytics	Data Visualization	B2B Marketing	Experience
Google Analytics	CRO Testing	MarTech Integration	Coordination Skills
HubSpot Automation	Emotional Intelligence	Business Development	

PROFESSIONAL DEVELOPMENT

HubSpot Inbound Marketing Certification // HubSpot Academy /	2024
Revenue Operations Certification // HubSpot Academy /	2024
Google Analytics 4 Qualification (GAIQ) // Google Skillshop /	2023
Sitecore Content Hub Foundations // Sitecore Learning /	2023
Advanced Account-Based Marketing Workshop // Demandbase /	2022
AI for Marketers Executive Program // Northwestern University (Coursera) /	2022
Digital Transformation Leadership Series // LinkedIn Learning /	2021