Vikram Sethi

Marketing Manager

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PROFESSIONAL SUMMARY

Marketing manager with 11 years of experience across consumer brands and B2B technology. Led teams of up to 14, managed annual budgets of Rs 9 crore and grew marketing sourced revenue from Rs 22 crore to Rs 61 crore in three years. Strong in brand strategy, demand generation, analytics and agency management, with a record of clear planning and calm delivery.

EXPERIENCE

Marketing Manager, Northwind Technologies — Jun 2020 – Present
Mumbai, India

- Led a team of 14 across content, performance, product marketing and events with a Rs 9 crore annual budget.
- Grew marketing sourced revenue from Rs 22 crore to Rs 61 crore over three years.
- Cut cost per qualified lead by 31% by shifting spend to higher quality channels and improving landing pages.
- Launched four products with go-to-market plans, pricing input and sales enablement.
- Rebuilt the marketing technology stack, reducing tool costs by 19% and improving attribution.

Senior Marketing Executive, Kestrel Consumer Brands — Apr 2016 – May 2020
Pune, India

- Managed integrated campaigns for two brands, lifting regional sales by 17%.
- Directed three agencies and brought campaign costs down by 12% through a new review process.
- Planned 20 trade and consumer events a year.

Marketing Executive, Orchid Retail Group — Jul 2013 – Mar 2016
Pune, India

- Executed in-store promotions and local advertising across 40 outlets.

SKILLS

Marketing strategy | Brand management | Demand generation | Go-to-market | Budget management | Marketing analytics | HubSpot | Google Ads | Team leadership | Agency management | Positioning | Stakeholder management

EDUCATION

MBA, Marketing, Narsee Monjee Institute of Management Studies — 2011 – 2013
Mumbai, India

B.Com, University of Pune — 2008 – 2011
Pune, India | 68%

CERTIFICATIONS

HubSpot Inbound Marketing, HubSpot Academy — Mar 2021

Google Analytics Certification, Google — Jan 2022

Professional Certified Marketer (PCM), AMA — Oct 2021