

# Soumya Kachrodia

Assistant Manager, Service Marketing

Bhopal, India • +91 9716809589 • 14sarya@gmail.com • <https://www.linkedin.com/in/soumya-arya>

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Experienced B2B Marketing Manager with a successful track record in driving lead generation and revenue growth. Skilled in utilizing data-driven insights to optimize marketing campaigns and maximize ROI. Strong expertise in digital marketing channels, cross-functional team management, and collaboration with sales to align marketing efforts with business objectives

## SKILLS

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Marketing Analytics  
B2B Marketing  
Email Marketing

Account Based Marketing  
Go-To-Market Strategy  
Digital Marketing

Field Marketing  
Lead Generation  
Vendor Management

## WORK EXPERIENCE

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### Assistant Manager

**June 2022– Present**

Hexaware Technologies Ltd.

#### **Present Business Unit: Cloud & Insurance, Geo - NA, EU & APAC**

- Field Marketing/ Demand Generation Build, accelerate and nurture pipelines by leveraging various channels.
- Campaigns: Planned and executed diverse digital marketing LinkedIn sponsored campaigns, content syndication, SEO, and PPC. Collaborate with local sales teams, using ACT-ON, Demandbase and HubSpot to plan campaign strategies that speed up pipeline growth and nurture prospects. Define success metrics and plan dashboards for the web, social and campaign performance.
- Events: Planned and organized Snowflake event 2023 & AWS reinvent to build pipeline (Generated 200+MQL which further qualifies to SQL)
- Vendor Management: Work with external vendors/agencies from US, UK, and India for procurement and different activities in Marketing
- Content Management - Strategic thought leadership content creation (white papers, case studies, blogs, research reports) with a content team and practice in customizing messaging strategies.

### Management Trainee

**June 2021 – June 2022**

Hexaware Technologies, Ltd.

#### **Unit : Account Based Marketing, Geo - NA**

- Design and execution of strategic marketing plans for driving end-to-end ABM programs for the accounts across verticals.
- Working on brand eminence, brand conditioning, and sales enablement.
- Driving the demand generation for the solution / services offerings into accounts via diversified channels (email, web, social media, events, PR sites).
- Define and execute a strong content marketing plan, including blogs/media coverage/articles/trans-media content, to let the client pursue Hexaware as a strong partner for its needs.
- Tracking, measuring and reporting on all ABM activity based on Sales KPIs and successes.
- Execution of effective sales campaigns globally with advanced marketing automation tools. Strong expertise in Marketing automation tools for an end to end marketing, event and lead nurture program execution and management
- Successfully planned and organized the 17th partnership event in Chicago, fostering strong relationships with stakeholders and ensuring its seamless execution.
- Demonstrated effective vendor management skills by collaborating with external vendors and agencies from the US, UK, and India for procurement and various marketing activities, ensuring smooth operations and cost-effective solutions.

## EDUCATION

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### **Symbiosis Institute of Business Administration, Bengaluru**

Master of Business Administration, Marketing  
CGPA - 5.92

June 2019- June 2021

### **Amity University, Noida**

B.Tech Biotechnology  
CGPA - 6.67

July 2014 - July 2018

## AWARDS

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**SPOT Award**, Q1–2022, Hexaware Technologies for implementing ABM strategies for more than 50 accounts based in NA

**ROCKSTAR Award**, Q2–2022, Hexaware Technologies for strategically facilitating ABM support for an 1M logo win

## INTERNSHIP

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### **Tata Steel - Jamshedpur, India**

Marketing Intern

May 2020-June 2020

- Spearheaded primary research for 40+ MSME's in Punjab to understand their Digital Behavior, analyze their distribution channel and strategize a Digital Marketing plan for next Three months.

### **Zoomcar - Bengaluru, India**

Sales & Marketing Intern

August 2020 - October 2020

- Working on (ZAP subscription) lead conversion through data generated by website analytics
- Analyzing the rental feedback, use case of customers and purchase behavior
- Catalyzing B2B tie-ups by negotiating the pricing slab and gauging demand
- Strategizing for Zoomcar Travel League

### **Noscure Life Sciences, India**

Market Research Intern

January 2019 - June 2019

- Spearheaded primary research and interviewed 40+ consumers to understand consumer decision making.
- Performed secondary market research & took-up Porter's five forces analysis for nutraceutical industry.

## CERTIFICATE

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### **Hexaware Technologies, Solution Mindset Program**

December 2021

**UDEMY:** The Complete Digital Marketing Course - 12 courses in 1

June 2020