KETAN KUMAR

MARKETING PROJECT MANAGER

TRANSFORMING PROJECTS, PERFORMANCE & PEOPLE

I am a growth-driven professional passionate about marketing, AI, and human psychology. I thrive on enabling people and organizations to perform beyond perceived limits by aligning strategy, process, and purpose. The results I create are built for growth, not just short-term wins.

SKILLS

- **Marketing & Branding :** SEO/SEM, Email Marketing, Market Research & Analysis, Campaign Planning & Execution, Brand Awareness Campaigns, Growth Marketing, Organic Marketing, Product Marketing, Guerrilla Marketing.

- **AI & Automation :** n8n, Zapier, Make, AI Agents, Copilot, ChatGPT Promptings.

- **Analytics :** Google Analytics, Data Visualization using Power BI, SEMrush Analytics.

- **Project Management :** Jira, Smartsheet, Scrum, Resource Allocation, Stakeholder Relations & Engagement.

- **Marketing Tools :** Hubspot, Zoho CRM, Mailchimp, Salesforce, Notion.

- **Technical & Non Technical :** Python, MySQL, Power BI, Tableau, MS Office, Google Workspace.

- **Leadership & Management :** Cross Functional Teams Collaboration, KPI tracking & reporting, Team Mentoring, Conflict Resolution.

WORK EXPERIENCE

Marketing Project Manager
Velozity Global Solutions
August 2023 - December 2025

- Promoted from Project Manager → Associate Marketing Project Coordinator → Marketing Project Manager based on delivery consistency and expanded scope.
- Built n8n-based automations to streamline lead routing, CRM updates, and campaign task triggers, reducing manual effort.
- Implemented marketing automation workflows, improving campaign execution speed and cross-team coordination.
- Built AI agents to automate campaign insights, content briefs, and performance summaries.
- Led cross-functional teams (marketing, sales, dev, UI/UX, QA), improving delivery speed by 30%
- Managed end-to-end project lifecycle: planning, budgeting, resources, risks, and execution.
- Coordinated campaign execution, websites, and digital assets across multiple stakeholders.
- Integrated market research and performance insights into planning and execution.
- Acted as the single point of contact between marketing, tech, sales, and external vendors.

Four Point Two Technologies
Channel Partner Executive
May 2023 - July 2023

- Drove Pan-India franchise expansion through strategic marketing and digital campaigns.
- Executed organic marketing strategies, increasing qualified leads by 25% in 3 months.
- Worked with AR/VR-based solutions, supporting marketing narratives for future-tech adoption
- Led client presentations and partner pitches, improving conversion and deal velocity
- Strengthened content marketing and brand messaging to improve engagement and recall

KEY ACHIVEMENTS

- Implemented AI-powered techniques to improve productivity accuracy by upto 45%.
- Earned progressive promotions and higher-impact roles & responsibilities through consistent performance and growth-focused delivery.
- Consistently absorbed new domains at speed, took ownership beyond role scope, and translated learning into tangible business outcomes.

CONTACT

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Marketing Associate
Verzeo EduTech Pvt Ltd
June 2022 - January 2023

- Transitioned from Sales → Marketing based on performance in marketing-led sales and lead generation.
- Ran integrated marketing campaigns (Organic + Guerrilla), driving 30%+ sales revenue growth.
- Closed high-ticket deals with 80% higher-than-average ticket size using value-led selling.
- Led affiliate, influencer marketing, and event marketing (Unstop), boosting reach and engagement.
- Designed and executed multi-channel campaigns, influencer collaborations, and promotional events.

Business Development Manager
Urban Port India Pvt Ltd
August 2021 - June 2022

- Scaled photoshoots from 2–4/month to 3–5/week, contributing to ~35–40% sales growth.
- Owned end-to-end projects from lead generation to execution and delivery.
- Expanded operations Pan-India, streamlining coordination with modelling agencies, photographers, and vendors.
- Managed B2B accounts across Amazon, Flipkart, and Myntra, improving client retention and revenue flow.
- Improved client repeat rate and lifetime value through structured onboarding and delivery consistency.

Business Development Executive
Nivesh Global
April 2016 - September 2018

- Started as a part-time B2C freelancer and became a top-performing individual contributor.
- Generated self-sourced leads via Canopee and personal networks; closed 2–4 deals/month.
- Transitioned from B2C → B2B, scaling deal size while leading and training sales teams.
- Built, led, and mentored multiple B2C sales teams, consistently outperforming benchmarks.
- Handled high-responsibility projects alongside full-time college commitments.

EDUCATION

Master Of Business Administration (MBA)
Marketing & Finance
Mangalayatan University, Aligarh
2022-2024

Bachelor of Engineering (B.E.)
Computer Science (CSE)
RKDF College of Science and Technologies, Bhopal
2015-2019