

Animesh Anand



 gmp18.animesh@spjimr.org  [LinkedIn](#)  Munich  **Visa:** Permanent Resident (Germany)

Summary

Results-driven digital marketing professional specializing in marketing enterprise software applications, seeking my next challenging opportunity as a Marketing consultant.

Work Experience

MARKETING SPECIALIST

Aug 2022 – Jan 2025

COMPANY: Checkmk GmbH | Munich, Germany

- **Analytics:** Analyzed quarterly and annual quantitative surveys to evaluate and optimize lead generation process, and customer satisfaction, understand the key pain points, and accordingly align marketing activities.
- Integrated data from multiple platforms (Google Analytics 4, Google search console, Sales, HubSpot) and **streamlined performance marketing reports** to get data-driven market insights and provide recommendations for product development.
- **Created dashboards** using Looker Studio to evaluate website traffic and user journeys to optimize key pages and **improve customer engagement**, leading to a 20% increase in average session duration and a 25% boost in page views per session.
- **Campaign management:** Coordinated a B2B Go-to-market (GTM) **product launch campaign** for a new Software-as-a-Service (SaaS) software, coordinating cross-functional teams in marketing, product, and sales, resulting in a 30% increase in product adoption compared to previous launches.
- Optimized lead nurturing process by implementing **automated workflows for email marketing** in HubSpot CRM for **lead nurturing**, customer experience journey, and events. Reducing execution time by 80% and increasing MQLs by 20% within four months.
- Designed and executed **B2B marketing campaigns** across **email, webinars, and social media**, increasing product downloads by 24%.
- **Implemented lead scoring** within HubSpot to prioritize high-value prospects for sales follow-up.
- Created and optimized landing and product pages for **search engine optimization (SEO)** using the Concrete5 content management system (CMS), leading to ranking in the top 5 pages for targeted keywords on Google.
- **Social media management:** Created a content creation strategy and **leveraged generative AI tools** (ChatGPT and Perplexity AI) to implement a content calendar for social media platforms LinkedIn and Twitter (X.com), achieving a 25% growth in followers and increasing engagement rates by 50% within six months.

MARKETING ASSOCIATE (Checkmk GmbH)

Jun 2020 – Aug 2022

- **Content creation and sales enablement:** Developed content strategy and **created content** (emails, videos, product pages, newsletters, case studies, presentations, **sales enablement materials**, etc.) for the new SaaS product, resulting in a 20% increase in engagement rates.
- **Led interdisciplinary teams and external agencies** (in the USA, Belarus, and India) to create graphics and videos about customer testimonials and product tutorials, doubling YouTube views and increasing subscribers by 70% in eight months.
- **Training:** Provided training to the sales team on our webinar platform to enable **effective lead management** and maximizing conversion opportunities.

DIGITAL MARKETING and ANALYTICS INTERN (and WERKSTUDENT)

May 2019 – Dec 2019

COMPANY: nevaal AG | Frankfurt Am Main, Germany

- **Performed SEO on the website** in WordPress CMS, securing the #1 Google search engine ranking for brand keywords.
- **Analytics:** Tracked user acquisition flows by **aggregating data from multiple databases** with Google BigQuery and visualizing trends, leading to a 20% improvement in user onboarding efficiency.
- **Project management:** Worked with international Product and Design teams in Ukraine while managing agile sprint (SCRUM) timelines, ensuring the timely rollout of campaigns for key SaaS features. .

- **Marketing campaigns:** Launched a **brand awareness campaign** for a SaaS product, increasing unique website visitors by 52% through coordinated online and offline efforts.
- **Video production:** Delivered high-quality video content for marketing campaigns, enhancing audience engagement and **achieving on-time project completion**.
- Conducted **comprehensive market research** to identify prospective users as the first users.

Skills

- **Technical skills:** Generative AI, ChatGPT, Google Analytics, GA4, Google data studio, Looker studio, Google Tag Manager, HubSpot, SQL, HTML, CSS, JavaScript, Tableau, R, Adobe Creative suit, Adobe Premier Pro, Adobe After Effects, WordPress, Adobe Photoshop, MS Word, PowerPoint, MS Excel, Power Query, Power pivot.
- **Soft skills:** Webinar management, Artificial intelligence for market research, Digital Marketing, Lead Generation, Marketing campaign planning, Social media management, GDPR compliance, Customer Success, Strategic planning, detail-oriented, customer needs, innovative, innovative, written and verbal communication, localization campaign management, Storytelling, Roadmap management, Market Research, Stakeholder Management, Data analytics, Brand management, Marketing automation, Marketing communication, Strategic communication, Marketing strategy, Content creation, content management, Event management, project management.

Education

- **EBS Universität für Wirtschaft und Recht | Germany** **Jan 2019 – Jul 2020**
MSc. in Management
- **Birla Institute of Technology, Mesra | India** **Aug 2012 – May 2016**
Bachelor of Engineering – Civil Engineering

Certifications

- Google Analytics Certification
- Data-Driven Planning – The Trade Desk Edge Academy
- Content Strategy for Demand Generation – CXL Institute
- Data-driven influencer marketing – CXL Institute
- Generative AI for Business Analysts – LinkedIn

Languages

- **German:** B2 Certified (3/4 modules)
- **English:** Bilingual/ Native speaker

Additional Experience

SOFTWARE DEVELOPMENT INTERNSHIP

Jan 2016 – Jul 2016

COMPANY: KALAKAARS.COM | India

- Deployed the Model-View-Controller (MVC) framework for the website's frontend, converting PSD designs into responsive webpages using AngularJS, JavaScript, HTML, and CSS. Integrated the frontend with the backend by calling APIs for each module.
- Developed the frontend of a hiring platform by collaborating with UI designers and gathering requirements, delivering the first version of the MVP within 3 months.