

Hi there,
I am Animesh,

a digital marketing professional
specializing in marketing B2B SaaS products.



Introduction

Let me tell you who I am, what I have been up to, what can I do for you and why you should pick me.



I have **five years** of experience in marketing **SaaS solutions** in the **B2B** domain.

I have worked for complex enterprise products in IT sector as well as fintech products.

I have deep understanding of user journeys for SaaS products and can create effective content and campaigns.

I understand the buyer persona for enterprise products, and I leverage it to create effective communication material for the end users.

Work Experience

Feb'25

Looking for a new challenge

After 4.5 years at Checkmk, I am now seeking my next challenge - a role where I can take on new responsibilities, further develop my skills, and make a meaningful impact.

Aug'22–
Jan'25

Marketing Specialist @ Checkmk GmbH

Got promoted to marketing specialist position and I took over SEO, campaign management, social media and marketing analytics.

Jun'20–
Aug'22

Marketing Associate @ Checkmk GmbH

I joined Checkmk in 2020, and managed a wide range of projects from marketing campaigns, to streamlining marketing reporting, content creation, video production, webinars, website migration, etc.

May'19–
Dec'19

Digital Marketing Intern @ nevaal AG

I was the first marketing hire for this early stage startup. I took on the many projects during the 8 months I worked with its founders, such as implementing Google Analytics, streamlining email marketing workflows, creating video content, managing social media and participating in local events.

My Skills

- **Marketing Analytics**
 - Google Analytics 4, Google Tag Manager, HubSpot, Looker Studio
- **Marketing Automation**
 - Email marketing automation with HubSpot
- **Video production**
 - Adobe creative suite: Premier Pro, After Effects, Photoshop, Illustrator
- **Content creation and Management**
 - SEO, Keyword research, Technical writing, WordPress CMS, Concrete CMS
- **Social media management**
 - Channels managed: LinkedIn, YouTube, Twitter
- **Web Development (HTML, CSS, JavaScript)**
 - HTML, CSS, JavaScript, AngularJS

Thank You

If my qualifications have piqued your interest, let's connect and explore opportunities of working together.

Visit my website to view a sample of my work:

→ animeshanand.com

Email: gmp18.animesh@spjimr.org

LinkedIn: <https://www.linkedin.com/in/anandanimesh/>



**Animesh
Anand**