

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 **5+ years** of experience in marketing **SaaS solutions** in the **B2B** domain.

I have worked for organizations with complex enterprise products in the IT and supply chain sustainability sectors.

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

Sep'25

Digital Marketing Manager @ IntegrityNext GmbH

My current role deals with a wide range of projects from streamlining marketing reporting, Optimizing (SEO) and creating top of funnel content (blogs, videos, landing pages), managing and growing YouTube Channel, managing email campaigns and more.

Aug'22–
Feb'25

Marketing Specialist @ Checkmk GmbH

Got promoted to marketing specialist position and I took over SEO, campaign management, organizing webinars/ events and trade shows, 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**