

Apoorv Kumar Singh

408-981-5427 | apoorvksingh@gmail.com | San Francisco Bay Area | [Website](#) | [LinkedIn](#)

Experienced Marketing Manager with an extensive background in creating marketing strategies for B2B SaaS businesses, leading to successful multi-channel campaigns spanning inbound content marketing, email marketing, SEO, marketing automation, product launches, and more. **Ex-Microsoft and NYU Stern MBA.**

EXPERIENCE

Marketing Consultant - SF Bay Area

2023 - Present

Providing full-stack marketing service for early-stage startups and non-profits

- Conceptualized and delivered customer onboarding **content** for a non-profit in the telehealth space by clearly understanding project objectives, setting up the technology platform, and creating end-to-end onboarding communications, leading to upcoming pilot launch while exceeding client satisfaction.
- Helped develop the **marketing and growth strategy** by identifying target audiences and determining new sales channels for Tomoclub, a seed-stage ed-tech company, helping them successfully partner with educational institutions.

ContentNinja - Gurugram, India

2020 - 2021

Hubspot partner and digital marketing agency working with B2B SaaS tech companies

Head of Marketing

- Created and implemented **multi-channel inbound marketing campaigns** for clients (including content marketing, email, and social media campaigns) rooted in clients' needs and customer insights to help with client acquisition, which helped drive ContentNinja's revenue growth by 233% in 18 months.
- Led the **HubSpot partner program**, using tailored messaging to highlight company capabilities, collaborating with the HubSpot team, and adopting a solution-based approach for client acquisition to increase the company's HubSpot revenues by 300% and get promoted to a Platinum Tier partner.
- Facilitated onboarding of 10+ clients onto HubSpot, driving **adoption** through team training and process streamlining. Regularly conducted reviews to identify and overcome obstacles while advocating for feature enhancements and guiding clients through new functionalities, resulting in five-star client ratings and reviews.
- Collaborated with a \$6B SaaS company in the tax compliance sector to **launch** their EMEA operations. Developed tailored marketing **messages**, identified target segments through **research**, created impactful sales collateral, and provided sales teams with scripts and training, leading to enhanced opportunities for cross-selling.
- Contributed to the **product launch** of a medical app for post-operative patient care for a client. Conducted research through insightful interviews with medical experts to shape messaging, developed compelling sales materials, and devised an effective strategy to boost app adoption and engagement.

Tricon Infotech - Hoboken, NJ

2018 - 2019

An IT consulting and software services company across all SaaS sectors, such as Edtech, Fintech, and more

Marketing Manager

- Led a four-member team to enhance Tricon's digital presence, creating the **marketing strategy and the content calendar**, identifying automation tools, and collaborating with business teams to develop relevant marketing campaigns, leading to an improvement in the content velocity by 50% and social media reach by over 20%.
- Collaborated with the sales team to create targeted, compelling **collaterals**, including pitch decks, product briefs, and concise one-pagers, catalyzing increased lead conversion rates and enhanced client engagement.
- Led a **cross-functional team** comprising designers, developers, SEO specialists, and copywriters to overhaul the company website, focusing on improving the user experience, more targeted product messaging, and SEO tactics, resulting in a 20% increase in website traffic in three months.

(next page)

Microsoft - Gurugram, India

2012 - 2016

Customer Success Manager

- Managed 12+ accounts totaling \$300k in ARR, helped clients optimize and execute IT projects, provided data-backed recommendations to enhance infrastructure performance, and collaborated with sales and engineering teams to uncover upsell and cross-sell opportunities, resulting in a 10% ARR increase.
- Proactively retained three at-risk contracts worth \$40k/year through tailored engagements via exception approvals designed to showcase the value of the partnership and drove a subsequent 50% ARR growth for these accounts.

EDUCATION

NYU, Leonard N. Stern School of Business - Master of Business Administration

2016 - 2018

Manipal Institute of Technology - Bachelor of Engineering, Computer Science

2008 - 2012

ADDITIONAL

Certifications: Product Strategy (Kellogg Exec. Ed), Product Marketing Certified: Core (PMA)

Tools: HubSpot, Figma, Python, WordPress, MailChimp, Miro, HootSuite, ClickUp/Trello