

VARSHA DINESH

Performance & Content Marketing | Growth Strategy | Paid Acquisition | AI & SaaS Focus

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SUMMARY

Performance and content marketing professional with over 8 years of experience in growth strategy and paid acquisition, expert in scaling paid acquisition across Google, Meta, and LinkedIn, and optimizing campaigns through data-led experimentation. Key achievements include improving MQL-to-SQL conversions by 40% at Aktana and scaling advertising reach to over 6 million users at SMBXL. Seeking a position where I bring my growth strategy and paid acquisition skills to support your mission.

KEY ACHIEVEMENT SUMMARY

Boosted Conversion Rates

@Aktana: Improved MQL-to-SQL conversions by 40% with targeted ABM campaigns.

Expanded User Base

@SMBXL: Scaled advertising reach to over 6 million users through multi-platform campaigns.

Lowered CPL Significantly

@Aktana: Reduced cost-per-lead by 25% year-over-year with strategic ad optimizations.

Improved Conversion Rates

@SMBXL: Achieved a 26% landing page conversion rate with high-converting assets.

EXPERIENCE

Performance & Content Marketing Manager

Remote

AKTANA

10/2024 - 10/2025

- Managed content & marketing programs for B2B SaaS AI-powered products, driving a 40% uplift in MQL-to-SQL conversions and 30% higher open rates in nurture programs
- Experimented with persona-based GTM assets across Brand, Field, Data Science, and Sales teams mapping content to funnel stages and deploying personalized nurture streams across Pardot and Salesforce
- Owned paid growth strategy across LinkedIn and Google Ads, optimizing targeting and creative for life sciences logos and C-suite decision makers; reduced CPL by 25% YoY
- Built cross-functional collaboration loops with Product and BD to ensure lead quality and sales handoff alignment
- Co-led ABM pilots for enterprise accounts, creating marketing assets across all stages of the funnel and driving high-value engagement for AI adoption

Lead, Content & Product Marketing

Remote

SMBXL (now Vayublu)

01/2021 - 10/2024

- Directed full-stack marketing efforts for MarketCentral, a SaaS platform targeting Indian SMBs, scaling reach to over 6 million across Google, Meta, and LinkedIn ads
- Instituted ABM programs featuring personalized content and targeting, achieving over 2,500 qualified participants across 4 virtual expos
- Achieved a 25% reduction in CAC and an 80% increase in conversion rates through refined launch and event strategies
- Created in-depth ICP definitions, and automated marketing workflows that expanded registrations from 18,000 to 64,000
- Designed and launched NPI and GTM strategies for multiple SMBXL products in B2B marketing, operations, and logistics
- Led a four-member creative team in producing high-converting marketing assets, attaining an average landing page conversion rate of 26%

Digital Marketing Strategist

Pune

AD ELEMENT

05/2019 - 01/2021

- Administered monthly ad budgets exceeding \$50,000 across Google, Microsoft, Meta, LinkedIn, and Amazon
- Drove ROI for clients in healthcare, wellness, travel, and tech sectors across North America, MENA, and APAC, using data-driven campaign optimization and A/B testing
- Crafted ad copy, designed landing pages, generated weekly performance reports, and created retargeting and dynamic prospecting campaigns to enhance CTR and CPL

Marketing Manager

Bengaluru

AMAZON INDIA

05/2016 - 04/2019

- Oversaw marketing for Books, Fine Art, Collectibles, and Handloom categories, leading successful campaigns for Prime Day, Small Business Day, and the Great Indian Festival, consistently meeting traffic, CTR, add-to-cart, and purchase KPIs
- Devised launch and GTM strategies for three new Amazon India categories, building storefront architecture, audience propensity models, and channel-level performance frameworks
- Contributed as a founding member of Amazon Exclusives, Launchpad, Saheli, and Karigar, establishing brand frameworks and creative playbooks adopted across multiple category teams

EDUCATION

Certificate Course in Product Management

01/2024 - 01/2024

ISB

EDUCATION

PGDM-C in Marketing & Communications Management MICA	06/2014 - 05/2016
B.Tech in Electronics & Communications Engineering University of Kerala	07/2010 - 05/2014

STRENGTHS

Digital Marketing Expertise Experienced in paid acquisition and attribution across multiple channels	Team Management Strong people management and collaboration across cross-functional teams	Analytical + Creative Excels both at creative storytelling and data-driven strategies
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CERTIFICATION

Google Ads	Google Analytics
HubSpot Content Marketing	Amazon Ads Ecosystem

PERFORMANCE STACK

Email & ABM campaigns, GTM, Pardot, Salesforce, Google Ads, LinkedIn Ads, A/B Testing, Mixpanel, Google Data Studio, Hotjar, CRM, HubSpot, Customer.io, Clay, Metricool, GA4, Looker Studio

OTHER INTERESTS

Creative Writing Fiction, Non-fiction & Essays. World Fantasy Award finalist in 2022. Multiple publications in internationally renowned magazines, and I'm an alumnus of the Clarion West Workshop for speculative fiction writers.	Community Building & Content Creation Booktube, Authortube and vlogging. Strong interest in creative photography. Moderating a 400+ member strong book club via Discord.
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