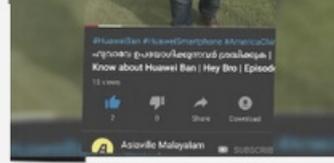


Meet this award-winning digital marketer from India who is helping celebrities to manage their digital fame.

Monday 07 June, 2019 117 Shares



Interview With AKHIL G: One of the most influential tech writers in India from God's Own Country



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Internet A man got success with his Passion

by Akhil October 30, 2017 1 Comment

# AKHIL G

Award-winning Marketing Generalist (Demand gen, martech, SEO, content marketing, growth marketing, communities, and GTM strategy) | Currently obsessed with product-led growth & NRR

Google Hall of Fame Member

Host: The ProductLed.Marketing Show

## PROFESSIONAL OVERVIEW

Self-motivated and revenue-focused marketing professional with over 7 years of experience in leading high-performing and fast-paced growth teams globally in a remote environment. In a previous role, **I developed an organic marketing strategy that boosted the monthly active website users by 865.46% in just 4 months, thereby tripling the MRR.** In addition, I am a passionate writer and content strategist with columns in 10+ publications and citations in 50+ publications. I'm currently obsessed with product-led growth and the Net Revenue Retention of product companies. My current firm's SVP of Customer Success once described me as a marketing generalist on steroids.

## AREAS OF EXPERTISE

- **Marketing Operations & Product Marketing** - Led high-performing marketing teams, using cutting-edge marketing technology tools and strategies to achieve the business goals of product companies and our SMB/enterprise clients. Created process maps and documentation of MarTech operational tool workflows and developed deep expertise in marketing technology platforms and working with diverse vendors. Extensive planning and effective execution of successful acquisition and retention campaigns. Guided the paid search and display teams to create successful ad campaigns and helped drive MQLs and PQLs. Overall management of all GTM activities.
- **Growth Marketing & Content Strategy** - Experience leading a fast-paced team of content marketers, writers, editors, strategists, SEO professionals, and social media marketers from across the world in a remote environment. Experience in overseeing the entire content operations, strategy building, and content editing. Managed multiple teams of content writers, editors, journalists, and content marketers in B2B and B2C. Documented and maintained content specifications (incl. outlining content components and guidelines to ensure a consistent experience across various touchpoints) with regular and continued feedback for ensuring MQL flow through content.

- **Business Operations, Team Building, and Training** - Experience in facilitating ideation, collaboration, and knowledge management to enhance business value. Effectively solved all types of internal business conflicts. Experience managing the business operations of an Adobe Partner marketing operations agency, which works with Google, Indeed, and many more enterprise clients. Coordinated vendor partnerships and acted as a point of contact for all business ops activities. Onboarding and training experienced marketing operations, marketing automation, content marketing, and SEO professionals for aligning with the company values and to meet our quality requirements.

## TOOLS EXPERTISE

- Marketing automation: Adobe Marketo Engage, HubSpot, SFMC, Inflection.io
- Product analytics: Heap, Segment
- Conversational marketing: DRIFT, Intercom
- SEO tools: MOZ Pro, SEMRush, Ahref, SpyFu
- Social media tools: BuzzSumo, Sprout Social, HootSuite
- Admin: Gsuite Administration
- Hiring: BambooHR, Zoho Recruit, SmartRecruiters
- Cold email: Mailshake, Encharge.io, MailGun, WoodPecker
- CMS/website platforms: Webflow, WordPress
- Video/media tools: Davinci Resolve, Premiere Pro, Figma, Photoshop
- Google Search Console, Google Analytics
- YouTube, Meta Creator Studio and MCNs
- Ads: Meta/Facebook and LinkedIn Advertising, Google and Microsoft Advertising
- Business analytics: DataBox, Hotjar
- Work management: Wrike, Trello, Asana, Notion
- Email QA: Litmus and Emailacid
- Communication: Google Meet, Zoom, BlueJeans, Adobe Connect, Zoom webinars
- CRMs: Zoho CRM, HubSpot CRM, Salesforce

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## WORK HISTORY

### Marketing Manager

Inflection.io | Kochi, India | October 2021 - present

- Joined Inflection as the first marketing hire of the company and built up everything on marketing from scratch (starting from the website on Webflow to the sales pipeline and lead scoring workflow)
- I manage product marketing campaigns, projects for Inflection and its partners, and growth programs.
- Responsible for the growth of ProductLed.Marketing community - one of the top communities for product-led growth.
- Grew the number of community members from 160 to 1000, even though the PLG market is very new and tough to crack.
- Planned and coordinated the product launch of Inflection.io and its associated features.
- Host of 'The ProductLed.Marketing Show' - a podcast dedicated to featuring top marketers in PLG.
- Established product features/release announcement promo plans, and coordinated with the team to execute them.

### Manager - Global Business Operations & Digital Marketing

Marrina Decisions | Santa Clara, California, Remote | April 2020 - September 2021

- Reports directly to the CEO of one of the leading marketing operations agency in California.
- Managed the paid and organic acquisition channels for in-house projects and client projects.
- Handling the entire business operations of the company, including HR operations, digital marketing operations, vendor partnerships, client support operations, and business growth of the company.
- **Led the demand generation team, consisting of social media marketers, content marketers, SEO professionals, content writers, and content managers.**



- **Managed the content operations, content syndication, and content marketing.**

- Responsible for reporting in various departments, and accountable for team performance.
- Built up a successful community for marketing technology professionals across the world (martechpulse.com), coordinated from the ideation to go-to marketing strategies.
- Responsible for the content operations of in-house blogs and MarTech Pulse marketing technology publication.
- Improving the company's presence on digital channels and driving leads through growth marketing strategies and demand generation efforts.
- Key role in building partner relationship with Adobe and supporting the CEO for day-to-day operations of the company.
- Supporting client services and production team for various marketing operations projects.
- Quality Assurance (QA) of email campaigns for clients.
- Clients worked for - **Indeed, Google Maps, Google Startups, Coherent**

## Manager - Digital Marketing & SEO

TutorComp | Kochi, India | December 2019 - April 2020

- Reported directly to the CEO of TutorComp, an edu-tech start-up focusing on online education across US and Middle East regions.
- Responsible for every aspects and all KPIs of digital marketing channels for the demand generation activities of the company.
- Marketing automation implementation project - identified the need for marketing automation for the effective utilization of company resources and inbound leads and proposed the project. Created a scalable project plan with an incredible stack including HubSpot Sales, Marketing, and CRM tools and some other cutting-edge marketing and sales automation tools and implemented the project successfully, which resulted in amazingly boosted team productivity and conversion rate.
- Implemented SEO and content marketing strategy for improving the organic rankings of the company landing pages on different search engines and successfully increased the overall leads and sales of the edu-tech platform by continuously observing and optimizing the landing pages, and technical SEO parameters.
- Developed organic marketing strategy that boosted the monthly active website users by 865.46% in just 4 months.

## Digital Marketing Manager

Bytekat Technologies | Kochi, India | August 2015 - December 2019

- Reported directly to the Director of operations.
- Responsible for client success and achieving client business goals through SEO, content marketing, social media marketing, paid media advertising, and influencer marketing.
- Led a team of 17 members which included SEO, content, growth marketing, account managers, social media marketing, and paid ads professionals.
- Acted as a point of contact for account managers and a strategy consultant for premium clients.
- Built long-lasting relationships with key influencers, media houses, and journalists in various segments for achieving maximum success for client's growth strategies.
- **Also worked as Managing Editor for South India's one of the biggest education, entrepreneurship, career, and business publication NOWNEXT** (which is a sub-brand of Bytekat Technologies). Coordinated journalists, content creators, editors, and freelance writers for day-to-day content operations of the publication. Responsible for increasing the readership for the publication.



## ACHIEVEMENTS

- Planned and coordinated the product launch of Inflection.io and its associated features.
- In a previous role at TutorComp, I developed an organic marketing strategy that boosted the monthly active website visitors by 865.46% in just 4 months, thereby tripling their MRR.
- Built up a successful media publication for Marrina Decisions - [www.martechpulse.com](http://www.martechpulse.com)
- Managed to grow ProductLed.Marketing community from 160 members to 1000, even with a very difficult audience.
- Official Media Partner of the Singapore - India Hackathon by the Ministry of HRD, Government of India, AICTE, and the Government of Singapore.
- Official Media Partner of Smart India Hackathon by the Government of India.
- Media Partnership with the Government of Kerala and associated departments.
- Media Partner of the Startup Mission, Kerala
- Conducted 11 workshops about Digital Marketing, SEO, and Content, directly mentored 20+ marketers.
- Own digital tech publication - [androidhits.com](http://androidhits.com). Also, wrote articles for 25+ publications and digital magazines.

## CERTIFICATIONS

- DigitalMarketer.com Certified Search Marketing Specialist
- DigitalMarketer.com Certified Social Media Specialist
- DRIFT Conversational Marketing Certified
- HubSpot Certified Content Marketer
- Microsoft Certified Advertising Professional
- Google Certifications - 5+ Google Certifications.

## AWARDS AND RECOGNITION

### • **Google Hall of Fame**

My name is listed in Google Hall of Fame permanent directory listing. Found a critical security issue on a Google platform, created POC, and submitted to Google VRP team. The bug was found critical and they decided to include me in their Hall of Fame and rewarded me for the findings.

### • **Golden Blogger of the Year Award - 2018-2019**

Got awarded by ShowMyContent Content Castling for my excellence in blogging and content curation in 2018-19 period.

### • **Top Blog of the Year - Tech category - 2016**

Androidhits.com received this award when I was heading the team as the Managing Editor. I received this award from IndiBlogger, the biggest community for bloggers in India.

### • **Youth Icon of the Year - 2018 (Digital Category)**

Got awarded by the Government of Kerala for my excellence in digital campaigns and government projects.

### • **Facebook Verified Page**

I have my Facebook official page verified with a public figure badge.



## FEATURED ON



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