

KISHAN CHAUHAN

Full Stack Marketing Manager

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PROFESSIONAL SUMMARY

Marketing professional with 4+ years across B2B SaaS, edtech, and IT services. Specialises in full-funnel demand generation, multi-brand content strategy, and marketing automation. Translates business objectives into conversion-focused campaigns with strong command of data, tooling, and cross-channel execution.

EXPERIENCE TRAJECTORY

NetCom Learning | Marketing Content Manager | 02/2025 – Present

- Owned marketing operations for N+ and NetCom Learning India; managed demand gen across four Sarder Ecosystem brands: N+, AICERTs, Adoptify AI, and AI Labs.
- Built full-funnel lead integration using Mautic, Snov.io, n8n, and Clay; tracked weekly KPIs across India and US campaigns to drive iteration.
- Developed landing pages with Mautic form integration; ran A/B tests to improve lead capture and campaign ROI.

Sparx IT Solutions | Content Lead | 05/2023 – 01/2025

- Led brand repositioning strategy and content for three internal platforms: SPXCommerce, OpenChatbot, and What'sYourA? (healthcare AI).
- Managed end-to-end content production across web, email, and social — aligned to B2B lead generation and conversion goals.

Appventurez Mobitech | Sr. Content Strategist | 06/2022 – 05/2023

- Executed integrated digital marketing across website, social, and email for clients in SaaS, mobile, and IT services verticals.

Aglasem Edutech | Deputy Managing Editor | 10/2021 – 04/2022

- Led a team producing 40+ weekly news stories; executed editorial collaboration with The Indian Express.

CORE SKILLS

Marketing Automation & Ops: End-to-end drip campaigns, email sequences, lead nurturing, workflow automation

Demand Generation: Full-funnel outreach, LinkedIn campaigns, SEM/PPC content, lead capture optimisation

Data & Reporting: Campaign performance tracking (open rate, CTR, MQL, conversion), A/B testing, SERP analysis

Content & Copy: AP & Chicago-style, technical documentation, conversion copy, long-form

SEO: Technical, local, and international; on-page and off-page

TECH I WORK WITH

Automation & Email: Mautic, HubSpot, Email Bison, Snov.io, n8n

CRM & Pipeline: Microsoft Dynamics, Twenty CRM, Clay, WordPress, LinkedIn Sales Navigator

Analytics: GA4, Google Search Console, SEMrush, Ahrefs, Screaming Frog

AI Tools: Claude (Projects), Gemini and Lovable (LP building), Jasper AI

EDUCATION

Bachelor of Arts (Honors) — History & Political Science

University of Delhi, New Delhi