PRANAV BIJI

Head of Marketing | B2B Demand Generation & Growth

Trivandrum, India • +91 8281168448 • bpranavnair@gmail.com • linkedin.com/in/pranavbiji • Open to UK / US / India

PROFILE

Marketing leader with 7 years across India and the UK, currently building the marketing function from zero at a multi-service consultancy after doing the same for a B2B software firm, where I led a team of 8. I run strategy first and channels second, and I tie every budget decision to ROAS, CAC and pipeline rather than vanity metrics. I have owned budgets to ₹54 Lakh a month, run account-based outbound and lifecycle nurture programmes, led distributed and outsourced teams, and built demand engines for healthcare SaaS, B2B and professional services from the ground up.

CORE SKILLS

Demand generation • Account-based marketing (ABM) • GTM strategy • ICP definition & lead scoring • Pipeline architecture • Performance marketing (Google & Meta) • Technical SEO & content • Email nurture & lifecycle marketing • Marketing operations • Positioning & messaging • Sales enablement • GA4 & cross-channel attribution • HubSpot • Apollo

IMPACT AT A GLANCE

- ₹5 Cr+ marketing-attributed revenue across B2B and healthcare accounts (~$600K / £475K)
- 3.2x to 4x average ROAS sustained across Google and Meta paid media
- ₹54 Lakh monthly budget owned across PPC, social, content and email (~$65K)
- 20+ B2B and hospitality accounts managed in parallel, leading teams of up to 8
- 35% average organic traffic growth delivered through technical SEO and content

EXPERIENCE

Head of Marketing — Sep 2026 – Present

Deutsche Consulting — *Thrissur, India*

Business consultancy in legal, financial, digital transformation and creative production, serving India, Dubai, Turkey and the UK. Brought in to build the marketing function from the ground up.

- Building the marketing department from scratch, establishing team structure, workflows and reporting cadence for a function spanning SEO, content, performance marketing, design and video.
- Defining brand identity and positioning from the ground up, including a full website and brand overhaul to match the company's growth stage.
- Shaping go-to-market strategy across target markets in India, Dubai, Turkey and the UK.
- Partnering with the business development team to align marketing output with pipeline and growth goals, and translating leadership's vision into a marketing roadmap and operating rhythm.

Head of Marketing — May 2026 – Sep 2026

Softnotions Technologies Private Limited — *Trivandrum, India*

Custom software and digital engineering firm serving US and Indian markets, with offices in Trivandrum and Austin. First marketing leadership hire, with end to end ownership of strategy, demand generation, brand and performance.

- Led a marketing team of 8 and built the function from zero: a layered strategy framework tied to a KPI and OKR system covering MQL and SQL targets, lead scoring, funnel conversion and pipeline contribution.
- Defined the ICP from scratch across healthcare SaaS, construction and proptech, with a scored qualification framework, positioning and messaging, and geographic playbooks for Austin, Houston and Dallas.
- Stood up the outbound engine end to end, running account-based cold email and LinkedIn as parallel motions with sender rotation, fit-gradient triage and structural A/B testing, alongside the reporting cadence to leadership and the sales enablement programme.

Digital Marketing Manager — Oct 2024 – May 2026

HAPA Clouds — *London, United Kingdom (Remote)*

Dual mandate: in-house marketing lead for a property management SaaS platform, plus agency manager for 20 hospitality clients across hotels, serviced apartments and vacation rentals.

- Generated over ₹4 Crore in marketing-attributed client revenue across 20 accounts through Google Ads and Meta campaigns, at an average 3.2x ROAS.

- Owned an average ₹54 Lakh monthly budget (₹6.5 Crore annually) across PPC, social, content and email.
- Led a cross-functional team of 7 outsourced agency staff, setting weekly priorities and coaching on SEO, paid media and creative best practice, and presented quarterly plans and performance reporting to clients and senior leadership.
- Grew organic search visibility 35% for key accounts through technical SEO audits, content strategy and backlink work.
- Integrated GA4 and Floodlight conversion tracking to give the business cross-channel attribution it had not had before.

Digital Marketing Manager Oct 2023 – Oct 2024

Clockwork Pharmacy Limited *Greater London, United Kingdom*

Independent pharmacy chain with 8 locations across Greater London. Sole owner of digital strategy, execution and reporting across paid, organic and local, focused on driving bookings for private healthcare services.

- Generated ₹40 Lakh in incremental revenue through targeted paid campaigns for vaccinations, travel clinics and flu jabs.
- Increased vaccination bookings 42% YoY via Google Ads, local SEO and Google Business Profile optimisation across all 8 locations.
- Achieved 3.8x ROAS on private healthcare campaigns within a tight ₹22 Lakh annual budget.
- Built the GA4 conversion tracking infrastructure and management dashboards from scratch, and managed online reputation and Google Business Profile across all locations.

Marketing Coordinator May 2020 – Sep 2021

TransEuro International *Kochi, India*

Promoted from Junior Marketing Coordinator within 6 months. Led integrated campaigns for an overseas education and nursing placement consultancy.

- Owned campaign execution and creative content across Facebook and Google Ads for overseas nursing and study abroad programmes, driving a 15% lift in website engagement through organic social content.

Production Coordinator Nov 2018 – Sep 2019

MIST VFX *Kochi, India*

Coordinated three specialised VFX departments (rotomation, matchmove, paint and compositing) and a combined team of 35 artists and technicians.

- Managed cross-department resource allocation, task prioritisation and quality review cycles, acted as primary client liaison, and reduced project delays by introducing tracking and communication protocols.

CORE COMPETENCIES

Strategy & Growth: GTM strategy, ICP definition and lead scoring, demand generation, account-based marketing, pipeline architecture, brand positioning and messaging, marketing function build-out, KPI and OKR design

Performance Marketing: Google Ads, Meta Ads, Bing, PPC, ROAS and CAC optimisation, budget management, conversion rate optimisation

Organic & Content: Technical SEO, on-page and off-page SEO, local SEO, content strategy, email nurture and lifecycle marketing, LinkedIn and cold email outbound

Measurement & Ops: GA4, Campaign Manager 360, Floodlight, Google Tag Manager, Looker Studio, marketing operations, cross-channel attribution

Martech & AI: HubSpot, Apollo, Google Business Profile, ChatGPT, Gemini, Claude for copy, briefs and campaign workflows

Design: Photoshop, Illustrator, Canva. A marketer who also designs, with hands-on creative production

Leadership: Team building, distributed and outsourced team management, stakeholder communication, client and senior leadership reporting

EDUCATION

Master's Degree, Advertising and Marketing Sep 2021 – Jan 2023

University of Hull, United Kingdom

Bachelor's Degree, Visual Communication May 2015 – May 2018

SRM Institute of Science and Technology, Chennai | Grade: 7.68

CERTIFICATIONS

Google Skillshop (2026): Google Ads Search Professional • Google Ads Search • Campaign Manager 360 • Google Analytics