# MANAV VEETIL

## Marketing Executive | B2B Marketing Operations

Mumbai, Maharashtra | +91-7045252963 | manav03.work@gmail.com | linkedin.com/in/manav-veetil-5342-sr

### PROFESSIONAL SUMMARY

B2B marketing operations professional at Navsoft, Mumbai. I run multi-channel outreach across email, LinkedIn and WhatsApp for AMER, APAC and EMEA, implemented and maintain HubSpot and Salesforce, and built Cadence, the work and performance app our marketing, design and sales teams use every day. My B2B email campaigns deliver **80–85% open rates** and **8–9% click-through rates**, with experience across lead generation, lead management and deal closures. Started at Navsoft as a Data Analyst; curious by default and always learning what's next.

### CORE SKILLS

**Marketing Operations:** Multi-channel campaign planning and execution (Email, LinkedIn, WhatsApp), B2B copywriting, ICP definition and account targeting, lead generation and lead management, lead routing, marketing automation, event marketing and live product demos, market and competitive research

**CRM and Automation:** HubSpot (Marketing Hub, Reporting), Salesforce, Instantly.ai, WATI, Dripify, Claude in Chrome, Adobe Marketo (learning)

**Prospecting and Enrichment:** LinkedIn Sales Navigator, Apollo, Lusha, SalesQL, Clutch

**Reporting and Build:** HubSpot dashboards and reports, Salesforce reports, Google Analytics 4, Power BI, Excel; Claude Code, React, Supabase, Vercel

### PROFESSIONAL EXPERIENCE

**Navsoft** — Mumbai, Maharashtra

**Marketing Executive** — Dec 2025 – Present

- Plan, write and run multi-channel B2B outreach across AMER, APAC and EMEA: cold email on Instantly.ai, WhatsApp nurture on WATI, and LinkedIn outreach, first on Dripify and now automated with Claude in Chrome. B2B email delivers **80–85% open rates** and **8–9% click-through rates**.
- Implemented and maintain **HubSpot and Salesforce** for lead enrichment and the full lead lifecycle: records, tasks, follow-ups, lead routing, workflow automation and data quality.
- Built **Cadence** with Claude Code, an in-house work and performance app used daily by the marketing, design and sales teams: task carry-forward, submit-with-proof reviews, Efforts vs Outcome targets, Instantly.ai campaign analytics, HubSpot sales activity and cold-calling tracking, with role-based access.
- Built **HubSpot dashboards and reports** covering the lead lifecycle from MQL to closure, source and channel attribution, event performance, industry-wise distribution, intent-based lead prioritisation and deal hygiene.
- Define ideal customer profiles and build targeted account lists of companies above $30M in revenue across Manufacturing, Retail, BFSI, MedTech, and Logistics and Supply Chain, backed by market and competitive research.
- Run the event-to-pipeline process for online and offline events across the US, Middle East and India: live product demos, lead capture, and CRM entry as contacts, companies and deals tracked by stage.

**Data Analyst** — May 2025 – Nov 2025

- Built internal dashboards that management used for key decisions.
- Supported CRM-based lead management, B2B prospecting and contact enrichment with Sales Navigator, Apollo, Lusha and SalesQL.

**Jupiter Analytics** — Mulund, Maharashtra

**Power BI Developer Intern** — Apr 2024 – Aug 2024

- Built interactive Power BI dashboards with drill-through and cross-filtering for multiple business datasets, and extracted and analysed web data with ParseHub.

### EDUCATION

**Master of Computer Applications (MCA)**, Late Bhausaheb Hiray S.S. Trust's Institute of Computer Application — 2022 – 2024

**B.Sc. Information Technology**, Nirmala Memorial Foundation College of Commerce & Science — 2019 – 2022

### CERTIFICATIONS

HubSpot Marketing Hub Software Certification; HubSpot Reporting Certification; HubSpot Inbound Marketing Certification; IBM Data Analyst Professional Certificate (Coursera); plus courses in business analytics, operations analytics, Python, SQL, Excel and data visualization.