SUNIL BEDRE

Performance & Growth Marketing Lead | B2B Demand Generation | AI Marketing Automation

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USD 5M+ Enterprise Revenue • 100x+ ROAS • 60+ AI-Automated Campaigns • 9+ Years

PROFESSIONAL SUMMARY

Performance and growth marketing leader with 9+ years building marketing functions from scratch across B2B, B2C and enterprise segments. Runs full-funnel programs from broad awareness to 1:1 account-based engagement, backed by an MCP-based AI automation stack that manages 60+ campaigns end to end, from product scouting to reporting. Generated USD 5M+ in enterprise B2B revenue and 100x+ ROAS in a high-CAC vertical.

CORE SKILLS

Performance Marketing: Google Ads (Search, PMax, YouTube, UAC), Meta Ads, LinkedIn Ads, Microsoft (Bing) Ads, Reddit Ads, TikTok Ads, OpenAI Ads, ROAS/CPA optimisation, landing page optimisation, remarketing

B2B & Demand Generation: Full-funnel marketing, Account-Based Marketing (ABM), website visitor de-anonymisation, lead generation, MQL/SQL automation, LinkedIn outreach automation, marketplace channels, go-to-market (GTM)

AI & Automation: MCP (Model Context Protocol) workflows, AI agents, AI content generation, automated campaign management and reporting

Brand & Lifecycle: Brand strategy, content marketing, copywriting, SEO, email marketing and deliverability, WhatsApp/SMS marketing, social media, influencer marketing, webinars, PR

Tools: GA4, Google Tag Manager, HubSpot, Zoho CRM, Zoho SalesIQ, MoEngage, Mailchimp, Factors.ai, Supermetrics, Windsor.ai, Coupler.io, Semrush, LinkedIn Sales Navigator, Canva

KEY STRENGTHS

- **Revenue-focused growth:** Plans channels and funnels around pipeline and revenue: USD 5M+ in enterprise B2B revenue, 100x+ ROAS, a marketplace channel built from scratch to ₹2 Cr+, and 7–8x ROAS on lead generation in earlier roles.
- **AI marketing automation:** Built an MCP-based stack connecting AI agents to Google Ads, GA4 and reporting tools. Automates product scouting, content creation, ad setup and reporting, so one person runs 60+ live campaigns.
- **Full-funnel orchestration:** Awareness (Google, Meta, LinkedIn and Bing Ads, SEO, content) → Interest (Factors.ai visitor de-anonymisation, retargeting, webinars, newsletters) → Conversion (ABM, LinkedIn outreach, landing pages) → Retention (MoEngage, HubSpot, Zoho CRM lifecycle automation).
- **Email at scale:** Scales email programs from 50 to 50K+ sends per day while protecting domain reputation and deliverability.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — **Jan 2025 – Present**

Scimplify, Bengaluru | B2B chemicals

- Generated USD 5M+ in revenue from enterprise B2B conversations, mostly from recurring, returning customers.
- Achieved 100x+ ROAS on a net-positive lead-generation engine in the high-CAC chemical industry.
- Built a marketplace lead-generation channel from scratch, contributing ₹2 Cr+ in revenue.
- Ran Account-Based Marketing (ABM) campaigns that converted enterprise target accounts into qualified sales conversations.
- Automated lead delivery (raw lead → MQL → SQL) and LinkedIn outreach to supply the sales team with qualified leads.
- Led go-to-market branding and sign-up campaigns for a new B2B AI-driven chemical industry workspace product; built global brand presence.
- Run 60+ concurrent campaigns through MCP-based AI automation; manage budgets up to ₹1 Cr and test OpenAI, Bing, Reddit and TikTok Ads.

Digital Marketing Consultant **May 2024 – Jan 2025**

Kosher Climate India, Bengaluru | Climate & sustainability consultancy

- Increased brand engagement by up to 30% in 4 months across LinkedIn, X, Facebook and Instagram.
- Contributed to the company being named a finalist for Best Consultancy at ESG Investing's Carbon Awards (UK).
- Ran Voluntary Carbon Market campaigns with database creation, newsletters and webinars; built brand guidelines and led SEO audits.

Lead – Digital Marketing **Sep 2022 – May 2024**

Jyothy Technologies, Bengaluru

- Built the firm's digital marketing vertical from the ground up, including client outreach and pitching.
- Generated ₹20 Lakh+ in admissions revenue at 8x ROAS for a premium Bengaluru college.
- Built a pipeline of up to 400 quality leads/day for an EdTech startup; webinars drove 15% of sales without a sales team.
- Designed acquisition funnels with landing page optimisation and remarketing; led launch strategy for an e-commerce startup.

Senior Digital Marketing Manager **May 2021 – Sep 2022**

ReshaMandi, Bengaluru | Natural fibre industry

- Led a coupon activation program that grew business by 20% (₹4 Cr+ uplift).
- Drove 50K+ app installs; supported digital and physical branding for 35+ centres across India.
- Set up WhatsApp marketing for a 50K+ user base; ran PR for brand awareness and reputation management.
- Presented on the Indian natural fibre industry to the World Bank; wrote brand stories published in national newspapers.

Digital Marketing Manager **Sep 2019 – Apr 2021**

TYHO (Travel Your Heart Out), Bengaluru | Travel

- Ran lead-generation campaigns at 7x+ ROAS, generating 5K+ qualified leads.
- Sold 50+ custom Maldives packages in 3 months via social ads; partnered with influencers of up to 200K followers.

Digital Marketing Executive & Social Media Manager **Jun 2017 – Aug 2019**

Brainhunter (now MFX) & GetMyUni, Bengaluru

- Scaled email sending from 15K to 4.5 Lakh per day while maintaining high domain reputation.
- Drove on-page and off-page SEO for a site with 400K+ monthly visits.
- Managed digital marketing and lead generation for 30–50 clients; ran B2B client acquisition via LinkedIn Sales Navigator and email.

EDUCATION

MBA, Marketing: Karnatak University, Dharwad | 2017

Bachelor of Computer Applications (BCA): KLE BCA College, Haveri | 2015