Sahil Sahotra



Marketing Manager | 360° Marketing Strategy | Growth & Product Marketing | B2B SaaS | GCC Markets
India | Open to UAE Relocation (Dubai, Abu Dhabi) | Immediate Availability | Visit Visa
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PROFESSIONAL SUMMARY

Marketing Manager with 7+ years of experience developing and executing 360° integrated marketing strategies across B2B SaaS, technology, and e-commerce businesses in GCC and international markets. Experienced across product marketing, GTM, demand generation, performance marketing, SEO/SEM, content, CRM, email, social media, CRO, and marketing analytics. Led marketing initiatives across 12+ SaaS products and major GCC e-commerce properties, contributing to 40% growth in qualified inbound leads and 18% faster product launches through data-driven campaigns and cross-functional execution. Strong focus on pipeline growth, customer acquisition, market expansion, and measurable revenue impact.

CORE MARKETING COMPETENCIES

360° Marketing & Growth: Integrated Marketing Strategy, GTM Strategy, Product Marketing, Demand Generation, Lead Generation, Customer Acquisition, GCC Marketing, B2B SaaS & E-commerce Marketing

Performance, SEO & Digital Growth: Google Ads, Meta Ads, PPC, SEO/SEM, AEO/GEO, Paid Social, CRO, Remarketing, A/B Testing, Landing Page Optimisation, CPA/CPL/ROAS

Content, CRM & Automation: Content Strategy, Social Media, Brand Messaging, Email Marketing, HubSpot CRM, Lead Nurturing, Marketing Automation, Customer Journeys, Sales Enablement

Analytics & Platforms: GA4, Google Tag Manager, Google Search Console, Looker Studio, SEMrush, Ahrefs, WordPress, Shopify, Campaign & Funnel Analytics

WORK EXPERIENCE

Product Marketing Manager **August 2026 – Present**
iCare Software *USA, Remote*

- Lead 360° product marketing and demand generation for a B2B SaaS platform, integrating email, content, SEO, paid media, social, webinars, and sales enablement across multiple market segments.
- Develop segment-specific GTM strategies, positioning, and campaign messaging for childcare, after-school, ABA, private school, and provider-focused markets.
- Manage lead-generation and conversion initiatives across HubSpot, landing pages, email campaigns and digital channels, with a focus on improving funnel performance and qualified pipeline growth.
- Drive market and competitor research, keyword strategy, website optimisation and content initiatives to strengthen organic visibility, product positioning and customer acquisition.
- Partner with Sales, Growth, Content and Design teams to align campaign execution, lead follow-up and marketing priorities across the customer acquisition funnel.

Digital Promotion Manager | SEO & Organic Growth **May 2024 – Feb 2026**
Leader Investment Group | Saudi Arabia *GCC, Remote*

- Led digital growth across 12+ B2B SaaS products targeting GCC and international markets, covering product marketing, GTM, SEO, content, CRM and demand generation.
- Supported a Saudi AMANA government project, contributing to product marketing and digital positioning for white-labelled SaaS solutions including FoxERP, Helpion and Axionic.
- Increased high-intent demo bookings by 15% and expanded non-branded keyword visibility by 20% through website, content and conversion optimisation.
- Built integrated SEO, AEO/GEO, content and marketing automation strategies, contributing to 40% growth in qualified inbound leads.
- Coordinated Product, Development, Content and Sales teams, reducing campaign turnaround time by 35% and supporting 18% faster product launches.

Digital Marketing Manager **April 2023 – May 2024**
Techies Infotech *Mohali, India*

- Managed digital marketing and e-commerce growth for GCC clients including Sony World Saudi Arabia and Mestore, spanning SEO, content, conversion optimisation and seasonal campaigns.
- Contributed to $5M+ organic revenue growth and improved priority-page conversions by 10–15% through scalable SEO, content and customer-journey optimisation.
- Optimised 2,000+ English and Arabic product pages for Saudi and GCC search behaviour, while supporting Ramadan, Eid, Saudi National Day and Black Friday campaigns.
- Coordinated 20+ cross-functional team members, achieving approximately 95% successful project delivery across digital marketing initiatives.

Digital Marketing Lead **October 2022 – March 2023**
Netsmartz *Mohali, India*

- Led in-house digital marketing across SEO, content, email, website optimisation and marketing automation.
- Executed segmented email campaigns, increasing open rates by 25% and CTR by 20%.
- Implemented AI-driven automation and website optimisation initiatives to improve campaign efficiency, engagement, search visibility and conversions.

Project Manager **January 2021 – October 2022**
iOTA INFOTECH - A Creative Agency *Mohali, India*

- Managed 360° digital marketing projects for international clients including Debutify, JustLogin and Givey across SEO, SEM, influencer marketing, social media and email marketing.
- For Debutify, increased brand visibility by 30% and trial sign-ups by 22% through influencer campaigns, while long-form content initiatives drove a 75% increase in blog-generated sign-ups.
- For JustLogin, supported lead generation for its SaaS HR platform through targeted campaigns and analytics-led optimisation, improving demo acquisition and cost efficiency.

Digital Marketing Executive **July 2019 – January 2021**
iOTA INFOTECH - A Creative Agency *Mohali, India*

- Supported lead generation, market research, and digital marketing initiatives for SMEs across multiple industries.
- Conducted keyword research and SEO optimisation using Ahrefs, SEMrush, BuzzStream and Google Analytics, contributing to improved search visibility and SERP performance.

SELECTED GCC EXPERIENCE & ACHIEVEMENTS

- Supported a **Saudi AMANA government project**, contributing to product marketing and digital positioning for white-labelled SaaS solutions including **FoxERP, Helpion and Axionic**.
- Managed digital growth initiatives for **Sony World Saudi Arabia and Mestore**, spanning SEO, content, e-commerce optimisation and seasonal GCC campaigns.
- Optimised **2,000+ English and Arabic product pages** for Saudi and GCC search behaviour, supporting campaigns around **Ramadan, Eid and Saudi National Day**.
- Contributed to **$5M+ organic revenue growth** across major GCC e-commerce properties through scalable SEO, content and conversion optimisation strategies.
- Generated approximately **40% growth in qualified inbound leads** across B2B SaaS initiatives through integrated digital campaigns, CRM-driven journeys and conversion-focused marketing.

CERTIFICATIONS

- Google Project Management Certificate | Google Analytics 4 (GA4) Essential Training
- Advanced Google Tag Manager | The Fundamentals of Digital Marketing (Google)
- Generative AI for Marketing with Microsoft 365 Copilot Professional Certificate

EDUCATION

- Bachelor of Arts (B.A.) | Punjab University, India