



# JAQUELIN KALITA

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## SUMMARY

Dynamic and results-driven Marketing professional with extensive experience in launching marketing campaigns, developing strategies, and driving business growth. Proven track record of leading teams to successful outcomes, leveraging market insights and understanding of current trends to improve ROI. Experienced in digital marketing, content creation, and public relations initiatives. Adept at leveraging digital analytics to measure and optimize marketing campaigns.

## WORK EXPERIENCE

**Strategy & Marketing Head | easyQ Solutions & Technology Pvt Ltd**  
Bengaluru, India

June 2024 - Present

- Developed and executed comprehensive marketing strategies to build brand awareness and visibility among medical device manufacturers and regulatory compliance professionals.
- Led targeted LinkedIn ad campaigns, achieving a 2x increase in qualified lead generation through audience segmentation and content optimization.
- Spearheaded content marketing initiatives, including weekly blog publications and newsletter creation, resulting in a growth from 300 to 1,500 followers and 800 subscribers within 6 months.
- Played a pivotal role in the launch of a new SaaS-based eQMS product, overseeing everything from concept development and narrative building to promotional video production.
- Planned, coordinated, and executed webinars featuring industry experts to enhance brand visibility and lead generation efforts.
- Represented the organization at national and international medical conferences and exhibitions, managing end-to-end booth setup, logistics, and event strategy.
- Conducted targeted email marketing campaigns, keeping audiences engaged with product updates and company activities, achieving 1.5–2% CTR consistently.
- Collaborated cross-functionally with graphic designers and product development teams to ensure cohesive branding, effective messaging, and timely deliverables during product development and marketing cycles.

**Digital Marketing Manager | Aeroqube.Inc**  
Noida, India

Dec 2023 - Apr 2024

- Developed and implemented successful digital marketing strategies to increase website traffic, brand awareness and customer engagement to drive revenue growth for US based Ecommerce site Project-HardyPaw.
- Created detailed roadmaps outlining workflow processes to ensure efficient execution of digital marketing campaigns. Successfully executed social media campaigns, resulting in a doubling of revenue and significantly increased brand awareness.

- Successfully executed social media campaigns, resulting in a result of 2x revenue and significantly increased brand awareness.
- Managed SEO optimization efforts, including content creation and strategic keyword planning to improve website ranking.
- Utilized SEMrush for website audits, keyword planning, competitor research, and backlink generation, resulting in top SERP rankings for 700+ keywords and the generation of 10k backlinks.
- Addressed technical SEO errors such as page performance and identifying toxic domains of the website to enhance usability and search engine ranking.
- Analyzed key performance indicators (KPIs) using tools like SEMrush, Ahrefs, Shopify analytics, GT Metrix, and Google Search Console, presenting detailed metrics reports to stakeholders.
- Collaborated with cross-functional teams to develop marketing strategies, create graphical assets, execute email campaigns, and publish informative blog content.
- Ran Facebook and Instagram Ads via Meta Business Suite, achieving click-through rates (CTR) between 1-1.5% and significantly increasing sales, customer engagement, and brand visibility.
- Implemented strategies for online customer review retention to maintain positive brand reputation and drive sales.
- Coordinated and managed marketing events, such as conferences, and trade shows, to promote the organization and its products.
- Conducted A/B testing and other experiments to optimize marketing campaigns and improve conversion rates.
- Directed hiring, training, and performance evaluations of marketing staff.

**MARKETING MANAGER | Pulsus HealthTech LLP**  
Chennai, India

**Apr 2019 - Nov 2023**

- Lead and managed a team size of 30 professionals, overseeing strategic planning and execution for scientific global events.
- Successfully organized over 108 scientific events globally, generating 3.5 lakhs dollars revenue in 2023, which resulted in being awarded as the Best Employee of the Year 2023.
- Conducted in-depth market research to identify and target relevant audience segments, resulting in increase in audience reach.
- Developed and executed comprehensive digital marketing channels for scientific events including email marketing, social media and content marketing resulting in increased event awareness and attendance and also increase in open rates and click-through rates.
- Conducted comprehensive keyword research using Google Keyword Planner to identify high-potential keywords.
- Performed detailed competitor analysis to understand keyword strategies and market trends. Strategically planned and implemented targeted keywords to optimize website performance and enhance search engine rankings

- Collaborated with team members to increase website traffic and lead generation through SEO optimization and targeted content marketing campaigns.
- Conducted in-depth SEO analysis using SEMrush to identify opportunities and challenges in the online presence. Developed and executed SEO strategies based on SEMrush insights, contributing to an improvement in search engine rankings.
- Conducted in-depth analysis of website analytics and social media analytics using tools like Google Analytics and created reports to track campaign success and identify areas for improvement, resulting in an increase in website conversion rates.
- Developed and executed social media marketing strategies for events, increasing online visibility and engagement. Utilized social media analytics tools to measure campaign performance and provided actionable insights for optimization.
- Managed both B2B and B2C sales operations, demonstrating versatility in catering to diverse customer segments. Oversaw complex customer queries, providing prompt and effective resolutions to ensure customer satisfaction and retention.
- Developed strong relationships with clients from various industries, understanding their unique needs and offering tailored solutions. Collaborated with cross-functional teams to optimize sales processes and streamline customer service procedures.
- Utilized strong communication and negotiation skills to drive sales and meet revenue targets in both B2B and B2C environments.
- Coordinated with the logistics team for the events, ensuring seamless execution and high attendee satisfaction

**TEAM LEAD | Pulsus HealthTech LLP**  
**Chennai, India**

**Nov 2017 - Mar 2019**

- Managed and trained a team of 20 members. Proved successful working within tight deadlines and writing reports, presentations and also minutes of meetings.
- Communicated work goals and deadlines to employees to increase productivity and meet project benchmarks. Assisted in the recruitment and onboarding of new team members.
- Assisted in the development of marketing collateral such as brochures, flyers and presentations.
- Developed and executed digital marketing strategies, including SEO, email marketing, social media, and paid advertising.
- Suggested changes to standard operational and working practices, providing leadership needed to develop and implement continuous improvements. Conducted performance reviews to measure employee growth and skills.
- Utilized analytics tools to measure and analyze campaign performance, providing actionable insights for optimization. Collaborated with other departments to ensure successful completion of projects.
- Developed and solicited event advertising, branding and sponsorships. Evaluated employee skills and knowledge regularly, training and mentoring individuals with lagging skills. Prepared team performance evaluation reports with assistance from performance analyst for submission to senior management during team meetings.

- Manage exhibit program, including solicitation show layout, registration and post evaluation. Strategic planning and execution of scientific events internationally.
- Revenue Generation for assembling renowned scientific exhibitors ,scientists, physicians, surgeons, young researchers, delegates for the scientific events.
- Collect business intelligence data from available industry reports, public information and filed reports. Identifying leads and designing strategies for business development.
- Design the best negotiating strategies by considering the risks and rewards and keeping in mind the counter parties preferences and goals.
- Manage exhibit program, including solicitation show layout, registration and post evaluation. Develop and solicit event advertising, branding and sponsorships.
- Oversee pre-conference logistics.

## SKILLS

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- Brand Management
- Digital Marketing (SEO, SMM) Tools- SEMrush, Google Analytics, Google Search Console, Google Keyword Planner, Ahrefs, GT metrix, Shopify, Meta Business Suite (Facebook, Instagram Ads) Google Ads, LinkedIn Ads
- Market Research
- Email Marketing
- Event Marketing
- Customer Relationship Management
- Lead Generation Management
- Content Marketing
- Revenue Generation

## EDUCATION

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- **EXECUTIVE MBA:** Marketing & Leadership & Strategy— Narsee Monjee Institute of Management Studies, Mumbai, March 2023
- **B.TECH BIOTECHNOLOGY** — Sathyabama University, Chennai, Aug 2016

## AWARDS

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Best Employee Award for the year 2018,2019, 2020, 2021, 2022

## CERTIFICATIONS

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- Management Communications Online Course Presenting in Business by Harvard Business Publishing
- Spreadsheet Modeling Online Course by Harvard Business Publishing