

# KRITHIKA SUBRAMANIAN

## PRODUCT MARKETING LEAD

### CONTACT

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**Personal Blog:** <https://krithiwritesss.wordpress.com/>

### PROFESSIONAL SUMMARY

Specialize in leading end-to-end Go-To-Market strategy, product positioning, and lifecycle management for B2B SaaS products and solutions. Proven success in driving market adoption and revenue growth through integrated marketing campaigns, corporate communications, and sales enablement.

### GO-TO PERSON FOR

Product Marketing  
GTM  
Automation: Zapier, Make  
Paid Marketing  
SEO  
Content Marketing  
Analyst Relation  
Branding  
Sales Enablement  
Competitive Intelligence

### ACHIEVEMENTS

- Published an article in Smashing Magazine on Design Thinking and was awarded \$200.
- Recipient of “**Pat on the Back**” award (Awarded to the most promising newcomer of the year) at Mobius, FY19-20.
- Cash incentive for going beyond KRA, FY 20-21.
- Bronze Medalist, B.Tech.

### PROFESSIONAL EXPERIENCE | 2019- Present

#### Marketing Manager | HRMS and Payroll Solution

**2025 – Present | Alldigi Tech [A Digitide Company]**

- Built the marketing function, defining strategy, messaging, and execution playbook from scratch.
- **Paid Marketing:** Established full-funnel acquisition strategies on Google Ads and LinkedIn from scratch, driving pipeline growth.
- **Marketing Automation:** Designed and executed automations with **Zapier** and **Make** to automate lead management, campaign workflows and improve lead follow-up.
- **Brand Reputation:** Built the organization’s G2 presence from the ground up and launched an organic outreach strategy to grow reviews and visibility.
- **Corporate Branding and Socials:** Developed a new core narrative that was deployed globally across all sales collateral, corporate decks, and social media, increasing sales win rates and online follower growth.

#### Sr. Consultant | Product Marketing Lead

**Apr 2019 – Jun 2025 | Mobius Knowledge Services**

- **Own Product Positioning and Strategic Planning:** Managed the end-to-end product marketing strategy for XDAS and Uptime, delivering \$8M ARR in pipeline and 45% increase in qualified pipeline.
- **Content & Demand Generation Strategy:** Owned and executed the full-funnel content marketing strategy. Content strategy includes, thought leadership articles, blogs, email marketing, newsletter, and landing pages that established market leadership.
- **Lead Corporate Branding for Mobius and Xtract:** Led the revamping of Mobius Corporate website. Devised positioning and branding of Mobius and Xtract which is home to various products, platforms, and services.
- **Analyst Relations:** Managed the company's strategic presence on analyst platforms (Gartner, G2) to strengthen competitive positioning and market credibility.
- **Growth Marketing:** Built and managed paid acquisition on Google Ads, LinkedIn, and Gartner.

## THE OTHER ME...

### OUTSIDE OF WORK

Usually grab a Dan Brown sci-fi thrillernovel. Love to pen down out of the blue thoughts and some occasional painting (lets me express things without words).

### SOMETHING I'M PROUD OF

To be called a product of TSM (Thiagarajar School of Management.) A lot of what I know and what I am today has come from this place. I would always owe TSM a lot more than I could ever give back.

### WORK SAMPLES

- [What is Design Thinking?](#)
- [How to Embrace Digital Transformation?](#)
- [The Story that Data Tells You](#)
- [The Untold Product Management](#)
  
- [The Modern Workplace](#)
- [Flywheel Model](#)
- [AI in Sales Enablement](#)
- [Story of Data and Intelligence](#)
- [Uptime: Our Story](#)

### PERSONAL BLOGS

- [Product World](#)
- [Time Machine](#)
- [Coffee Critic of Maslow](#)

## EDUCATION

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- **PGDM, Marketing and Finance,**  
Thiagarajar School of Management | 2017 – 2019  
CGPA 8.03/10
- **B.Tech, Food Processing Engineering,**  
Karunya University | 2013 – 2017  
CGPA 8.86/10
- **Chavara Vidya Bhavan, Coimbatore**  
Class XII: 91%  
Class X: 90%