Manish Kumar Nagar

Head of Marketing · AI-Powered B2B SaaS Marketing

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+56%	+27%	$6M	800+
Quarterly pipeline (Q1 to Q2)	Self-serve new MRR	Budget at 10x+ ROAS	Leads from ROI Calculator

SUMMARY

AI-powered B2B SaaS marketing leader with ~10 years of experience and a software-engineering foundation. Head of Marketing at a B2B SaaS (cloud telephony/AI voice) company since March 2026, owning a ~$1M annual budget and a team of ~8 (up to 13 managed). Grew quarterly marketing pipeline ~56% (Q1 to Q2) and drove steady 2–4% month-over-month self-serve MRR growth (self-serve new MRR up ~27%). Builds AI-enabled marketing systems that lift pipeline and cut manual work. Previously managed a $6M performance budget at 10x+ ROAS; two-time AVA Digital Gold (2025, 2026) and MarCom Gold award winner.

CAREER JOURNEY

CallHippo
Head of Marketing
Mar 2026 – Present

Simplify Healthcare
Digital Marketing Manager
May 2024 – Mar 2026

Saadia Group
Digital Marketing Manager
Dec 2022 – Apr 2024

Inference Labs
Marketing Manager
Aug 2021 – Nov 2022

Designerrs
Marketing Consultant & SEO Expert
Jun 2020 – Aug 2021

Stealth AI Startup
Marketing Specialist
Jul 2019 – Jun 2020

Early Career
Engineering & Sales Roles
2014 – 2019

PROFESSIONAL EXPERIENCE

CallHippo

Mar 2026 – Present

Head of Marketing

Own end-to-end marketing (paid, SEO/AEO, product marketing, web, lifecycle and brand) with a ~$1M annual budget and a team of ~8 (up to 13); accountable for self-serve revenue.

- Grew quarterly marketing pipeline ~56% (Q1 to Q2 2026), with paid-search pipeline up 55% (Q1–Q3) and organic pipeline up ~2.2x in Q2; paid pipeline reached 133% of the monthly target in Q4.
- Drove steady 2–4% month-over-month self-serve MRR growth, lifting self-serve new MRR ~27% and trial-to-paid conversion from 8.6% to 10.0% (Q1 to Q3); self-serve now drives ~60% of new customers.
- Scaled Google Ads spend ~51% at an $11.60 CPA against a $23–34 target; found $63K of unproductive spend and paused ~49 zero-customer campaigns. Designed the attribution loop feeding CRM-verified leads (HubSpot, n8n) back to Google Ads as offline conversions.
- Led the brand-system refresh (visual identity, messaging, website) and added testimonials and case studies for sales; a homepage A/B test lifted conversion from ~2% to ~3%.
- Lifted landing-page conversion from 5.4% to 8.2% with page optimisation and an exit-intent pop-up.
- Launched the ROI Calculator, generating 800+ leads, and led Deck Composer to $150K+ in assisted pipeline.
- Launched an AI-search (AEO/GEO) channel delivering ~1,000 visits and 12–13 leads per week from AI assistants.
- Led the team in building an AI marketing stack (content, social/design, Reddit and WordPress page bots on n8n); built automated reporting that saves 30–40 hours/month.
- Ran LinkedIn presence for 20+ SDRs, lifting site traffic and LinkedIn conversation rates; aligned sales and marketing on shared OKRs.

LEADERSHIP STRENGTHS

- AI-Led Growth Systems
- Demand Generation & Pipeline
- PLG / Self-Serve Growth
- Budget Ownership & Unit Economics
- Brand & Positioning
- Sales–Marketing Alignment
- Team Building & Leadership
- Marketing Analytics & Attribution

SKILLS

- Performance Marketing (Google, LinkedIn, Meta, Bing, ChatGPT Ads)
- SEO & AEO/GEO
- ABM
- CRO & A/B Testing
- Lifecycle & Marketing Automation
- Product Marketing

EXPERIENCE (CONTINUED)

Simplify Healthcare
May 2024 – Mar 2026 · Remote

Digital Marketing Manager

- Led a team of five across paid, SEO, events, web and CRM; delivered 1,800+ MQLs, including 600+ from VP/C-level personas, via LinkedIn and Google Ads while cutting CPL by 25%.
- Improved Google rankings for 20+ high-intent keywords, driving 35% more organic traffic from U.S. healthcare payers.
- Directed digital for 15+ industry events; led Connect 2025 across web, social, email, app, CRM and sponsor relations for +30% YoY registrations.
- Owned HubSpot CRM strategy and pipeline management (data hygiene, campaign tracking, reporting), giving Sales leadership clear pipeline visibility; built 5+ executive Looker Studio dashboards for the VP and leadership.
- Led the web UI/UX function, including an AI chatbot integration that boosted lead capture and the migration to WordPress.
- Earned 10+ media features (Fierce, Becker's, DistilInfo) via Business Wire, AHIP and HPA releases.

Saadia Group (New York & Co. / Lord & Taylor / Fashion to Figure)
Dec 2022 – Apr 2024

Digital Marketing Manager

- Managed a $6M performance marketing budget at 10x+ ROAS, partnering with Finance to align spend with revenue goals.
- Grew organic traffic by 30%+ by leading SEO strategy and a cross-functional SEO team, lifting online sales from unpaid channels.
- Improved conversion rates by 12% through structured A/B testing of website features, paid ads and user flows with Product and UX.
- Built weekly executive reports (Looker, Google Data Studio, Excel) for the Senior VP of Marketing and leadership, informing planning and forecasting.

Inference Labs
Aug 2021 – Nov 2022 · Bengaluru

Marketing Manager

- Led a team of 5 on growth strategy and user acquisition for a Converse AI SaaS platform, achieving 30% bi-annual revenue growth and 8x new-user growth.
- Rebuilt the website (UX, content, design) for 200%+ organic traffic growth and won US customers organically; ran webinars that generated 100+ leads.
- Established marketing and sales operations processes; spearheaded the company pitch deck and investment journey.

Designerrs | UI UX Design Lab
Jun 2020 – Aug 2021 · Bengaluru

Marketing Consultant & SEO Expert

- Rebranded the company from logo to website and optimized Facebook and Google ad campaigns for +36% ROAS; grew social media engagement by 200%+.
- Ran 9+ webinars that added 1,500+ potential users; delivered technical and on-page SEO with 500+ backlinks in 2 months.

SELECTED AI BUILDS

MeetingBrain
AI meeting-intelligence system I built that turns calls into decisions and action items.

Deck Composer
AI-tailored sales-deck builder for AEs (5-question setup, 60+ slide library).

Battle Cards
Competitive battle-card tool giving sales reps instant competitor positioning.

Marketing Command Center
Single dashboard unifying pipeline, spend and channel performance for real-time decision-making.

TOOLS

HubSpot · GA4 · GTM · Google Ads · LinkedIn Ads · Meta Ads · Ahrefs · Looker Studio · n8n · WordPress

EDUCATION

MBA, Marketing
Sri Sri University · 2021

BE, Information Technology
New Horizon College of Engineering · 2016

CERTIFICATIONS

- Initiating and Planning Projects (University of California, Irvine)
- Corporate Strategy (University of London, UCL School of Management)
- International Business II (University of New Mexico)
- Risk Governance: Manage the Risks (Macquarie University)
- LinkedIn Marketing, SEO (Fundamental & Technical), Power BI (2022)
- Email Marketing, Digital Marketing – Sri Sri University (2021)
- SEO Fundamentals Exam

AWARDS & RECOGNITION

- Gold, 2026 AVA Digital Awards (Integrated Marketing Campaign, Connect 2025)
- Gold, 2025 AVA Digital Awards and 2025 MarCom Awards (Integrated Marketing Campaign, Connect 2024)
- Simplify Healthcare company recognitions during tenure: Fortune America's Most Innovative Companies (2024, 2025), Crain's Fast 50 (2024), Inc. 5000 (2024, 2025), BIG Awards Product of the Year (2024, 2025), IDC MarketScape Leader (2026)