CONTACT

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CORE SKILLS

AI-Led Marketing & Sales
Go-to-Market Strategy
Marketing Team Leadership
Enterprise Sales & Key Accounts
Demand Generation
Account-Based Marketing
Performance Marketing
Pre-Sales & Product Demos
Pipeline & CRM Management
Sales Enablement
Industry Events & Expos
Dealer & Channel Marketing
Content Marketing & SEO
Marketing Analytics
AI Agents & Automation

INDUSTRIES

Enterprise IT & Software
Manufacturing
Automotive & OEMs
Logistics & Trucking
E-commerce

TOOLS

LinkedIn Campaign Manager
Google Ads · Meta Ads
Google Analytics 4
Claude Code · n8n
Render · Streamlit

Nishant Sharma

AI-Led Marketing & Sales Leader

Demand Generation · Growth & Performance Marketing · GTM Strategy · B2B & B2C · IT & Manufacturing

PROFILE

AI-led marketing and sales leader with seven years in demand generation, growth and performance marketing, and go-to-market strategy across B2B and B2C, spanning enterprise IT, manufacturing, automotive and e-commerce. Owns revenue end to end, from strategy and demand creation to signed contract: at Intellinet Systems, leads marketing, pre-sales and sales, and has closed **Tata Motors, Honda Motorcycle & Scooter India, JK Maini and LMW**, contributing over ₹2 crore in contract value. Builds AI agents, automations and performance trackers with n8n and Claude Code so every campaign becomes a learning loop, and leads a team of up to three marketers. Earlier work includes Hyundai, Tata Motors and Maruti Suzuki dealerships, Nokia and North American logistics.

AI & AUTOMATION HIGHLIGHTS

- **AI marketing agents:** built agents for performance marketing, social media and LinkedIn content (4–5 posts a week, roughly double the impressions) with n8n and Claude Code, deployed on Render with Streamlit interfaces.
- **Strategy trackers:** log every campaign and strategy with its results, so the team sees what works and improves day by day.
- **In-house CRM (Claude Code):** replaced spreadsheets for 1,000+ contacts and 250+ accounts, with pipeline stages, automated follow-ups and live dashboards.
- **Sales automation:** AI workflows for prospect research, lead enrichment and cross-sell analysis, identifying 30+ expansion opportunities and saving around 12 hours of manual work a week.

PROFESSIONAL EXPERIENCE

Intellinet Systems
Mar 2022 – Present

Growth & GTM, Founder's Office

Enterprise software company digitising vehicle and product lifecycle management for automotive and manufacturing OEMs.

- Lead growth and go-to-market, reporting to the founders: set the demand generation, growth and performance marketing strategy, lead a team of up to three marketers, and took full ownership of sales in 2024.
- Won enterprise accounts including Tata Motors, Honda Motorcycle & Scooter India, JK Maini and LMW, contributing over ₹2 crore in contract value.
- Lead the team at industry events and expos, engaging senior decision-makers from manufacturing companies and converting those conversations into demos and pipeline.
- Built the lead generation programme across LinkedIn, Google Ads, email and outbound, generating 400+ qualified leads while reducing cost per lead by 30%.
- Designed account-based marketing for 60 target OEM and Tier-1 accounts, converting 18 into product demonstrations and 8 into active opportunities.
- Conduct 8–10 product demonstrations a month and work with client engineering and IT teams to scope new requirements, creating repeat and follow-on business.

LSI Corporate Services & FRE8, Canada — Nov 2021 – Mar 2022

Digital Strategy & Growth Manager

Trucking and logistics company and its technology venture, FRE8.

- Led digital strategy and execution across performance marketing, demand generation and content, delivering 80+ qualified shipper and carrier leads a month to the sales team.
- Launched FRE8 from the ground up, covering website, positioning and lead generation, and ran account-based campaigns in the North American logistics market, producing 250+ leads and 20+ sales meetings.
- Built a content and SEO programme that increased organic traffic by 60%.

Red Rhymez Consulting — Dec 2019 – Nov 2021

Growth & Performance Marketing Specialist

Digital marketing agency serving automotive, technology and B2B media brands.

- Managed paid media and growth for 8+ clients, including Hyundai, Tata Motors and Maruti Suzuki dealerships, Nokia and CIO Talk Network, with combined budgets of about ₹10 lakh a month.
- Moved from campaign execution to strategy and client reporting; introduced performance analysis that shifted spend to the strongest audiences and channels, lowering cost per lead by 25%.
- Delivered 1,000+ CXO registrations for CIO Talk Network's events and webinars.

Mera Baazaar Pvt. Ltd. — Jun 2019 – Dec 2019

Digital Marketing Executive – Growth & Lead Generation

E-commerce platform selling custom print merchandise to consumers and businesses.

- Ran B2C customer acquisition on Google Search, Google Shopping and Meta for custom printed products, managing targeting, creative testing and budgets.
- Generated B2B leads for bulk and corporate merchandise orders through targeted campaigns and dedicated landing pages, passing qualified enquiries to the sales team.
- Managed SEO, product listings, social media and content, including festive and seasonal campaigns to lift traffic and repeat purchases.
- Built landing pages, retargeting and email and WhatsApp follow-up journeys, and reported on CPA, ROAS and conversion; delivered 3,000+ leads and orders in eight months and improved landing-page conversion by 15%.

EDUCATION

B.Tech, Electronics & Communication Engineering — 2015 – 2019

Dr. A.P.J. Abdul Kalam Technical University (AKTU)

CERTIFICATION

Advanced Digital Marketing

Digiperform