SRESHTA JOSHI, MBA

GROWTH, BRAND & LIFECYCLE MARKETING

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PROFESSIONAL SUMMARY

Marketing leader with 14+ years of experience across B2B and B2C markets, including SaaS, manufacturing, financial services and education. Uses buyer research, competitive analysis and sales data to shape positioning, select target segments and plan product launches. Leads cross-functional teams from go-to-market planning through rollout and tracks lead quality, acquisition cost and pipeline performance.

CORE COMPETENCIES

Strategy & Leadership: Marketing Strategy & Planning, Go-to-Market Strategy, Budget & ROI Analysis, Cross-Functional Leadership
Performance & Demand Gen: Growth & Performance Marketing, Revenue Marketing, Integrated Marketing Communications
Brand & Lifecycle: Brand Management, Lifecycle, CRM & Loyalty Marketing, Vendor & Partner Management
MarTech & AI: Marketing Operations & MarTech, AI & Marketing Automation, Analytics & Attribution

PROFESSIONAL EXPERIENCE

INCUSE DIGITAL — 2024 to Present

Senior Marketing & Brand Consultant (paused during REMIC role in 2025) — *Remote, Canada*

- **Team Leadership:** Managed an 8-person team of designers, writers and specialists delivering campaigns for fintech, real estate and healthcare brands in Canada, the U.S. and Dubai.
- **GTM Strategy:** Developed go-to-market and demand generation plans with client executives, setting positioning, channel mix, budgets and pipeline KPIs across SEO, paid search and HubSpot.
- **Process Improvement:** Redesigned creative briefing and approvals, reducing revision cycles by 40% after a CEO-approved pilot was rolled out across all accounts.
- **Event Marketing:** Planned marketing for international B2B events, including GISEC Global, with responsibility for registration campaigns and post-event conversion.
- **Commercial Analytics:** Traced inquiries to orders with SQL for an industrial-parts supplier and recommended focusing on maintenance teams. During the pilot, 26% of qualified leads became orders, up from 20%.

REAL ESTATE AND MORTGAGE INSTITUTE OF CANADA (REMIC) — 2025

Marketing Manager — *Ontario*

- **Paid Acquisition:** Rebuilt Google Search and Performance Max campaigns using value-based bidding and tighter query controls. Account reporting showed 2,260 tracked conversions at $35 per conversion and a 21% increase in click-through rate.
- **Integrated Campaigns:** Delivered the #FundMyDream contest, a paid media partnership with Canadian Mortgage Professional (CMP) and campaigns for the Canadian Mortgage Summit and Awards.
- **Lifecycle Marketing:** Designed segmented marketing programs spanning newsletters, daily video emails, cart recovery, retargeting, webinars and direct mail.
- **Executive Reporting & AI:** Wrote the marketing plan, reported results to the CEO and prepared campaign claims for compliance review. Introduced AI-assisted workflows that improved marketing team efficiency by 32%.

VENUEVISION, XIPSTER.COM — 2023 to 2024

Digital Marketing Specialist — *Ontario*

- **Demand Generation:** Grew B2B lead generation by 28% through Xipster.com messaging refocused on SMB merchant pain points, aligned across SEO, SEM, email and content.
- **Sales Enablement:** Worked with Sales leadership to close lead quality and conversion gaps, producing product marketing assets and competitive intelligence for launches.

CAMFIRE MEDIA COMPANY — 2023

Senior Manager, Digital Marketing — *Remote, Canada*

- **Budget & Pipeline:** Managed C$2.6M in client budgets across eight consumer and technology brands. Paid media, CRM and content campaigns influenced $7.2M in pipeline. ROI improved by 24%.
- **Team & Paid Media:** Led seven direct reports across marketing and design. Set channel priorities and testing standards, reducing cost per click by 18% across paid social, display and video.
- **Loyalty & Retention:** Introduced win-back programs with points, rewards and tiered incentives, segmenting customers by value and behaviour to grow engagement and lifetime value.

BHATT BROS — 2021 to 2023

Senior Manager, Marketing, Brand Management & Communication — *India*

- **Brand & GTM:** Oversaw brand, communications and go-to-market for a B2B textile machinery manufacturer (est. 1978), establishing its 4E sustainability positioning.

- **Partnership Launch:** Led the market introduction of the Stabilo Relax Dryer in partnership with Italy's Alea Impianti Tessili. International exhibitions generated 39 inquiries from nine countries for sales qualification.
- **Market Expansion:** Opened 2 regional markets and cut cost per lead by 20%; dealer and partner programs grew the active customer base by 15%.

DESJARDINS GENERAL INSURANCE **2018 to 2019**
Sales & Loyalty, Property & Casualty Agent *Ontario*

- **Client Retention:** Retained and expanded property and casualty client relationships through coverage reviews and renewals, cross-selling Desjardins and partner products.
- **Customer Service:** Resolved high-volume customer inquiries across phone and digital channels, converting service conversations into sales leads.
- **Needs Analysis:** Conducted needs-analysis consultations and secured underwriting approvals for new and renewing policies.

MINIMALANCE DESIGN PRIVATE LIMITED **2012 to 2018**
Senior Manager, Marketing & Brand Strategy *India*

- **Brand Launch:** Launched a furniture brand in a new city through digital campaigns, print, events and PR. Exceeded the customer acquisition target within 90 days and earned $20K+ in media coverage.
- **Revenue Growth:** Managed sales, procurement, customer service and daily operations as the business generated INR 50 million in first-year revenue.
- **Cross-Functional Delivery:** Collaborated with Engineering, Sales and Communications on branding and service design, leading in-store and launch teams.
- **Brand & Customer Growth:** Expanded integrated marketing programs after launch, increasing brand awareness by 40% and expanding the customer base by 250%.
- **Go-to-Market Planning:** Used feedback from architects and interior designers to refine the product positioning before rollout. Trained the sales team and coordinated procurement, production and delivery for launch.

MERCEDES-BENZ **2011 to 2012**
After Sales and Growth Assistant Manager *India*

- **Owner Retention:** Ran service reminders, referral rewards and owner events for C-Class and M-Class customers. Used owner feedback to guide retention activities.
- **Performance Reporting:** Implemented daily KPI tracking and monthly customer care scorecards that highlighted service gaps for dealership management.

SELECTED PROJECTS

- **SoalTech healthcare platform (Incuse client):** Delivered a 9-month engagement covering brand guidelines, competitor research, positioning and UI/UX for a clinic and patient platform.
- **AutoReel growth audit (Incuse client):** Built an end-to-end growth audit across SEO, conversion rate optimization, lifecycle, paid media and messaging, with a phased 90-day funnel plan.

EDUCATION

MBA, Marketing | Nirma University, India 2011
Bachelor of Commerce | Gujarat University, India 2009

CERTIFICATIONS & COURSES

Google Ads Search Certification | Google 2026
Google Analytics Certification | Google 2026
AI Generalist Accelerator Program | Outskill 2025
Digital Marketing Certificate | University of Toronto School of Continuing Studies 2023
Mortgage Brokers, Bankers and Agents Course | REMIC 2020
Other Than Life Insurance Course | Insurance Institute of Canada 2019

TECHNOLOGY

Paid Media & Analytics: Google Ads, Meta Ads, LinkedIn Ads, GA4, Google Tag Manager, Looker Studio, Google Search Console, Google Trends, Optimizely, SQL, Microsoft Power BI, Data Validation, Funnel Analysis, Data Visualization
SEO, Web & Commerce: Semrush, Ahrefs, Similarweb, PageSpeed Insights, Schema Markup, WordPress, Shopify, SharePoint
CRM & Automation: HubSpot, Salesforce, Zoho CRM, Customer.io, Klaviyo, Mailchimp, Hootsuite, Zapier, n8n, Gumloop
AI & Creative: ChatGPT, Claude, Gemini, Dify, Lyzr, ElevenLabs, Midjourney, Runway, HeyGen, Canva, Adobe, MS Office