

SNEHA NAGAR

MARKETING STRATEGY | LIFECYCLE & GROWTH | CREATIVE LEADERSHIP



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I'm a marketing leader with a design superpower

translating strategy into stories and ideas into high-impact campaigns that drive engagement, conversion, and growth.

EXPERIENCE

MARKETING STRATEGY MANAGER

Docyt

May 2023 - Present

- Drove lifecycle and engagement marketing across email and LinkedIn, contributing to **\$500K closed ARR** and **\$350K+ active pipeline**.
- Supported overall growth generating **\$2.4M+ pipeline** and **\$2.2M+ ARR** across key ICPs.
- Improved funnel efficiency, contributing to **42% reduction in CAC (~\$3.6K)** and **313% marketing ROI**.
- Built ICP-based nurture journeys, improving conversion rates, lead quality, and pipeline velocity.
- Strengthened funnel performance with **80% Lead→MQL conversion** (from 32%) and 60%+ demo attendance (from 34%).
- Managed **cross-channel campaigns** (email, social, content), ensuring consistent messaging across the customer journey.
- Tracked and optimized CTR, conversion rates, CPL, CAC, and ROI to improve marketing efficiency.
- Contributed to 40% growth in organic traffic, improving acquisition efficiency despite reduced paid spend.
- **Scaled LinkedIn presence** to 150K+ impressions and 10.6K+ engagements, outperforming benchmarks.

SENIOR DESIGN MANAGER

Picsart

Sept 2021 - Nov 2022

- Led integrated marketing and lifecycle campaigns for India market, contributing to **3.35% YoY increase in eWAU** and **14.9% YoY revenue growth**.
- **Collaborated with global teams** to localize campaigns and drive user engagement across product and marketing channels.
- **Executed cross-channel initiatives** including product integrations, partnerships, and lifecycle campaigns.

- SENIOR DESIGN MANAGER**
 Cuemath
March 2018 - Sept 2021
 - Headed the design team at Cuemath, leading a team of designers in creating **marketing and promotional content for the brand** across various online and offline platforms.
- SENIOR MANAGER | DESIGN**
 EazyDiner Pvt. Ltd.
May 2016 - March 2018
 - Led **creative direction and campaign execution** across digital and offline marketing initiatives, managing a cross-functional team.
- SR. COMMUNICATIONS MANAGER**
 SmallWorld Digital Services
July 2015 - May 2016
 - Delivered digital campaigns across social platforms, improving **brand engagement and communication effectiveness**.
- ASST. MANAGER | MERCHANDISING**
 Snapdeal
July 2014 - June 2015
 - Managed **visual design and communication** for the Home & Kitchen category, utilizing analytical tools to track merchandise and website performance.
- CREATIVE DESIGN LEAD**
 Done By None
Sep 2012 - June 2014
 - Conceptualized, designed, executed, analyzed, and optimized **creative content across social media channels and the website**, driving brand awareness and customer engagement.

EDUCATION

MBA (MARKETING)

Alliance University, Bengaluru
2010 - 2012

B.DESIGN

NIFT, New Delhi
2005 - 2009

EXPERTISE

- Growth Marketing & Lifecycle Strategy
- Email Marketing & Automation
- Revenue & Pipeline Generation
- KPI Tracking, Analytics & Reporting
- Social Media & Content Strategy
- Team Leadership & Collaboration
- Brand Strategy & Creative Direction
- Project & Stakeholder Management
- Design Thinking & Problem Solving
- Cross-Functional Collaboration

INTERESTS

- Grammar Nerd
- Sci-fi Fanatic
- Animal Lover