

Sudheer Kuppli

MARKETING OPERATIONS & INTELLIGENCE LEADER · 13+ YEARS

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200%

REVENUE INCREASE LED

20x

ROI ON DIGITAL CAMPAIGNS

24

GLOBAL BRANDS MANAGED

ABOUT

Marketing is a landscape that is constantly shifting. I am driven to find the order within it. I connect the scattered pieces of the buyer journey into a single, coherent picture of intent — one that is deep enough to predict who will buy and when, with confidence that comes from evidence most people never get to see in one place. I do this through operations that bring structure to complexity, and through marketers I develop and leave capable enough to carry it forward. Over 13 years across B2B, SaaS, e-commerce and agency environments, I have built the infrastructure, the frameworks and the teams that turn marketing from something reactive into something that knows what is coming next.

EXPERIENCE

Marketing Operations Manager

Mar 2025 — Present

OneAdvanced Bengaluru

Leading end-to-end marketing operations, aligning with Revenue Operations to support the full sales cycle. Architected Project Zeus — a fully integrated data infrastructure connecting 10+ platforms. Built F.A.T.E. (Framework for Attribution and TAM Enablement), a Salesforce dashboard suite. Developing the B.A.T./R.A.T./C.A.T. AI suite integrating Claude for buyer intelligence. Oversees predictive lead scoring, ABM model, governance, GDPR compliance and team capability development.

Senior Marketing Manager

2023 — 2025

Ziffity Bengaluru

Directed comprehensive digital marketing strategies for key clients across Klaviyo, Adobe Analytics and DotDigital. Led cross-functional teams spanning design, content and development. Established industry partnerships, spoke at events, and played an active role in pre-sales. Managed budgets with focus on maximum ROI and data-driven optimisation.

Digital Marketing Manager

2021 — 2023

ACL Digital Bengaluru

Managed cross-functional marketing teams across SEO, content, social media and paid media. Led demand generation for Oracle NetSuite, SAP and LMS products, exceeding quarterly targets. Generated 150+ leads per quarter through partner campaigns with Oracle and NetSuite.

Marketing Manager

2018 — 2021

ZB Group Bengaluru

Spearheaded marketing operations for 24 global brands across e-commerce and retail in USA, Europe and South East Asia. Built cross-functional teams, automated processes across SEO, SEM, social media and paid channels. Led product marketing for Marine. Delivered 200% revenue increase.

Marketing Lead — eTeki

2016 — 2018

Amzur Technologies Visakhapatnam

Spearheaded GTM strategy and end-to-end marketing for eTeki, a HRTech product. Set up CRM and marketing automation. Managed national and international events, collaborated with sales on buyer personas.

Marketing Executive

2013 — 2016

Veda Networks / FlyonIT Visakhapatnam / Melbourne

Managed SEO channel optimisation, paid search and social media campaigns. Automated social media content calendars and monitored analytics across channels.

● SKILLS & TOOLS

MARKETING

Demand Generation

Account Based Marketing

Campaign Strategy

Content Marketing

SEO / SEM

Paid Social & Search

Lead Gen & Nurturing

Event Marketing

Employer Branding

OPERATIONS & TECHNOLOGY

Marketo

Salesforce

HubSpot

Marketing Automation

CRM Management

UTM Architecture

Data Integration

Chatbot Implementation

Analytics Implementation

ANALYTICS & GENERAL

Google Analytics

Adobe Analytics

Power BI / Data Studio

SEM Rush

Adobe Creative Suite

WordPress / Magento

AI Integration (Claude)

Budget Management

Stakeholder Reporting

● EDUCATION

MBA

Cardiff Metropolitan University

United Kingdom · 2012 — 2013

B.Tech

JNTUK

India · 2007 — 2011