Nikhil Kumar

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Demand Generation & Growth Marketing Leader | HubSpot Admin

Demand generation and growth marketing leader with 12+ years building pipeline across paid media, outbound, email and marketing automation. Generated 103+ leads in 3 months at £14 per lead for GAIN's AI products, grew MQLs 104% year over year at FunctionFox, and has run HubSpot as an admin for 6+ years, from from-scratch builds to complex lifecycle automation. Has led marketing teams from 2 to 20+ people and stays hands-on with the work.

EXPERIENCE

Digital Growth Manager

Apr 2026 – Oct 2026

Gain Digital Canada Inc. (ThisisGain)

Owned acquisition-focused digital growth for GAIN's AI product portfolio, supporting Performance Creative and CRO solutions across the North American market.

- Generated **103+ leads in 3 months at £14 cost per lead** through Google Ads, Microsoft Ads (Bing) and LinkedIn campaigns for AI products Lupine and Spirea.
- Designed and built every campaign landing page end to end, from messaging and layout through build, tracking and conversion optimization.
- Built and launched a partner referral program on PartnerStack end to end, including program setup, payout rules by product and duration, and integration and tracking with engineering.
- Built and executed full-funnel acquisition programs across paid, organic, outbound, email and offline channels.
- Built demand generation programs that moved prospects from awareness through qualification and into pipeline.
- Led ICP development, audience segmentation and prospect-list building using Clay, Apollo, Ocean.io, Amplitude, Microsoft Clarity and LinkedIn Sales Navigator.
- Developed outbound and nurture campaigns across email, LinkedIn and marketing automation workflows.
- Managed HubSpot lifecycle stages, segmentation, workflows, lead tracking and campaign-to-pipeline reporting.
- Ran LinkedIn organic and paid acquisition programs targeting B2B decision-makers.
- Set up campaign measurement using UTMs, HubSpot reporting, GA4 and product analytics.
- Designed and evaluated marketing experiments across messaging, targeting, acquisition channels and conversion journeys.
- Supported North American event and field-marketing initiatives aligned with commercial growth objectives.
- Partnered with sales and product stakeholders to align acquisition activity with pipeline priorities.

Marketing Manager

Dec 2024 – Feb 2026

Function Software (FunctionFox, FunctionPoint)

Led B2B and B2C lead generation for FunctionPoint and FunctionFox using Apollo, SendGrid and HubSpot, targeting high-value prospects in the creative and marketing agency segment.

- Grew MQLs **25% year over year for FunctionPoint and 104% for FunctionFox**, generating **2,500+ MQLs in 2025**.
- Managed a USD 150K annual marketing budget, allocating spend across channels for lead volume and ROI.
- Led integrated campaigns for both products that increased brand awareness and qualified lead volume.
- Developed and executed go-to-market strategies positioning both platforms for creative and marketing agencies.
- Built and managed the marketing team, working cross-functionally with product, sales and customer success.
- Rebuilt lead nurturing with targeted email workflows and marketing automation to lift lead-to-opportunity conversion.

- Led content marketing including blog posts, webinars and case studies to communicate each product's value proposition.
- Built campaign ROI reporting used to shift spend toward the lowest-cost acquisition channels.
- Oversaw social media and PR, including partnerships with influencers in the creative agency space.

Growth Marketing Manager
Feb 2023 – Oct 2024

CrossCap Software

Ran enterprise B2B lead generation using Apollo, Clearbit, SendGrid and HubSpot.

- Generated **100+ SQLs in 20 months and 45+ pipeline conversations**, each with ticket sizes above **USD 100K**.
- Refined brand messaging across digital channels, using data to align communication with market needs and lift visibility and engagement.
- Managed complex CRM databases, maintaining segmentation and data integrity to power targeted campaigns.
- Designed and executed multi-step automation campaigns across the enterprise lead lifecycle.
- Streamlined the lead lifecycle workflow, improving nurture flow, conversion speed and sales funnel efficiency.
- Partnered with the Customer Success lead and Chief Revenue Officer to align marketing with revenue goals.
- Platforms: Apollo, SendGrid, Clearbit, HubSpot, Hotjar, LeadBerry, LinkedIn Sales Navigator, ZoomInfo.

Marketing Manager
Jul 2021 – Jan 2023

Qualicare

Owned marketing strategy and franchisor-level campaigns for 30+ franchise locations across the USA and Canada.

- Owned CAD 250K in annual marketing spend and delivered **ROAS above 3,000%** for select franchise partners.
- Built and managed a WordPress multisite platform for 40+ franchisee websites.
- Led the full HubSpot CRM implementation across the franchise network.
- Managed B2B and B2C channel marketing campaigns.
- Managed all digital marketing, including SEO/SEM, CRM, email, social media, display advertising and print and digital collateral.
- Ran display and programmatic campaigns to generate new client leads and nurtured them through HubSpot.
- Reported campaign performance against ROI and KPI targets using Google Data Studio and HubSpot dashboards.
- Platforms: HubSpot, WordPress Multisite, Google Analytics, Google Ads, Meta Ads, Hotjar, Loomly, Webflow, Unbounce, Constant Contact, Canva, Photoshop, Airtable, JIRA, Slack.

Digital Marketing Consultant
Mar 2019 – May 2021

MapleConsultant

Helped local businesses grow in-store visits, web traffic, new leads and phone calls.

- Built and ran full social media strategies for clients in VR gaming, fashion apparel, debt consolidation, non-profit and e-commerce.
- Clients included MirageVR, TheAppLab, Consumer Debt Consolidation Ltd, Urban Accents Canada and TheIndoorForest, among others across Canada.
- Ran paid search and conversion testing using Google Ads, Google Analytics, Optimizely, Unbounce and VWO.

Marketing Manager Oct 2017 – Oct 2018

TVAPE

Managed a CAD 150K budget across TTC subway ads, remarketing, radio, digital billboards, digital ad trucks and digital content.

- Grew sales **up to 39% year over year** with sustained 15% month-over-month growth, and increased wholesale customers **300%+** through direct marketing.
- Lifted e-commerce conversion **from 11% to 19%+** by running A/B tests on 100+ product landing pages with VWO, Optimizely, Adobe Target, Google Analytics, CrazyEgg and Adobe Analytics.
- Grew B2B store partners **from 38 to 292+ in 11 months** by deploying Adobe Experience Manager for B2B site content, connected to AudienceX device targeting.
- Ran email automation for 97,000+ B2C customers, sending 7M+ emails monthly through Marketo, NetSuite and Salesforce, covering planning, creative, deployment and A/B testing.
- Implemented Adobe Target and AudienceX for personalization, offering tailored pricing to return visitors and abandoned carts to improve the buyer journey and drive positive reviews.
- Delivered record-breaking Valentine's Day, Black Friday and Cyber Monday campaigns, the best in the company's 7-year history.
- Platforms: Magento 2, NetSuite ERP, SAP, Dotmailer, Google Analytics, Google Search Console, AudienceX, Mantis Ads, Outbrain, Adobe Experience Manager.

EDUCATION

MBA, Marketing 2012 – 2013

Schulich School of Business, York University

Focus: Brand Management, Marketing Strategy

SKILLS

- **Demand Generation:** full-funnel acquisition, ICP and segmentation, outbound, paid search and social, landing page CRO, lead nurturing, experimentation
- **Marketing Automation & CRM:** HubSpot (admin, 6+ years), Salesforce, Marketo, SendGrid, Constant Contact
- **Prospecting & Data:** Apollo, Clay, Ocean.io, ZoomInfo, Clearbit, LinkedIn Sales Navigator
- **Paid Media:** Google Ads, Microsoft Ads, LinkedIn Ads, Meta Ads, display and programmatic
- **Analytics & Testing:** GA4, Amplitude, Microsoft Clarity, Hotjar, VWO, Optimizely, Adobe Target, Looker Studio
- **Leadership:** budgets up to CAD 250K, teams of 2 to 20+, vendor management, cross-functional alignment with sales and product