

ANOOJ THAKKER

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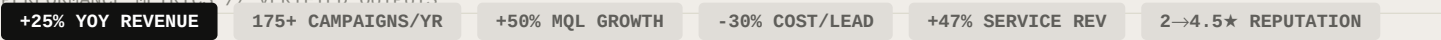
MARKETING DIRECTOR // CAMPAIGN STRATEGY // MARKETING OPERATIONS // FORT WAYNE, IN
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OPEN_FOR_ROLES

PROFESSIONAL_SUMMARY

Marketing leader with 15+ years building revenue-generating marketing systems for B2B and B2C organizations. Proven track record managing multi-million dollar budgets, orchestrating 175+ annual campaigns, and delivering sustained 25% YoY revenue growth. Combines strategic leadership with hands-on technical capabilities: marketing automation, Node.js scripting, AI-assisted workflows, and ecommerce merchandising.

PERFORMANCE_METRICS // VERIFIED_OUTPUTS



OPERATIONAL_HISTORY // PROFESSIONAL EXPERIENCE

SWEETWATER SOUND • WORLD'S LARGEST MUSIC RETAILER

AUG 2022 – PRESENT

Senior Campaign Manager

- // OUTPUT: +25% YoY Revenue • 175+ Campaigns/yr • 18% ROI Improvement • 30% Cross-Category Lift
- // Lead strategy and execution of full-funnel campaigns driving ecommerce growth across category, brand, and Synchrony financing initiatives — from brief through post-launch analysis
- // Orchestrated 175+ annual promotional campaigns, delivering 30% lift in cross-category revenue and increased customer lifetime value
- // Implemented analytics framework improving campaign ROI by 18% while reducing overall costs by 15%
- // Built automation scripts using Node.js and structured data pipelines to automate content generation, asset production, and reporting
- // Integrated AI tools into marketing workflows including prompt frameworks to accelerate campaign preparation and content generation
- // Built and mentored team — increased cross-functional project execution success by 20%

NIAGARA CONSERVATION • COMMERCIAL WATER EFFICIENCY

OCT 2021 – AUG 2022

B2B Digital Demand Generation Manager

- // OUTPUT: +50% MQLs • -30% CPL • +15% Lead-to-Customer Conversion
- // Built complete B2B demand gen engine in HubSpot with behavioral + firmographic lead scoring — improved lead quality 15%
- // Architected content strategies driving 50% MQL increase and 20% lift in lead generation within 8 months
- // Reduced cost-per-lead 30% through refined audience targeting across all paid media
- // Gated content library: 3,500+ downloads. Webinar program: 1,200+ attendees

STARWOOD MOTORS / ELM CREEK AUTO GROUP • MULTI-LOCATION AUTOMOTIVE

JAN 2013 – FEB 2018

Marketing Director • Digital Commerce & Growth

- // OUTPUT: +45% Lead Volume • 2→4.5★ • +47% Service Revenue • -25% Blended CAC
- // Led enterprise CRM (DealerSocket) and web platform (DealerFire) implementations across 3 locations, 2 states
- // Drove 15% YoY vehicle sales growth through integrated digital campaigns aligned to inventory and pricing
- // Managed multi-million-dollar budgets — 45% increase in qualified leads, 21% ROAS improvement
- // Launched first digital service commerce program — 47% increase in customer-pay repair orders
- // Built owned channels (368K Instagram, 842K+ YouTube) reducing blended CAC ~25%

VALYNT DIGITAL • MARKETING AGENCY

FEB 2018 – OCT 2020

Head of Innovation & Development

- // OUTPUT: +35% ARR • 5 Major Accounts • +60% Avg Engagement Lift
- // Spearheaded agency expansion into mobile-first solutions — acquired 5 major accounts in first year
- // Drove 35% increase in ARR from digital services through new product lines
- // Increased client digital engagement metrics by average of 60% across portfolio

A WORK OF ART, LLC • MARKETING CONSULTANCY

JAN 2002 – OCT 2021

Marketing Consultant • Strategy, Design, Search & Social

- // CLIENTS: BMW • Texas Rangers • Fortune 500 brands • Multi-venue entertainment
- // Marketing consultancy serving clients from small businesses to Fortune 500 brands for 19 years
- // Built custom marketing automation systems including Node.js integrations for multi-location entertainment venue operations
- // Developed custom marketing automation systems and executed integrated campaigns across digital and traditional channels

STRAIGHT LINE AUTOMOTIVE GROUP · LUXURY AUTOMOTIVE

OCT 2010 - JAN 2013

BDC Director & E-Commerce Manager

// OUTPUT: \$50M+ Annual Online Inventory Sales · 99%+ Customer Satisfaction

// Led eBay Motors and digital storefront operations driving \$50M+ in annual online inventory sales

// Built CRM and lifecycle marketing workflows to convert high-intent digital leads

SYSTEM_DEPENDENCIES // SKILLS & CERTIFICATIONS

ANALYTICS & MEASUREMENT	Google Analytics (Cert.) · Google Ads (Cert.) · Semrush (Cert.) · Looker · GA4
MARKETING AUTOMATION	HubSpot (Cert.) · Salesforce · Power Automate · Node.js · AI Prompt Engineering
CAMPAIGN OPERATIONS	Adobe Workfront · Airtable · Omni-channel · A/B Testing · Attribution Modeling
STRATEGY	P&L Management · Go-to-Market · Pipeline Velocity · Budget Optimization · Team Development
ECOMMERCE & MERCH	DealZone Strategy · Homepage Placement · Product Discovery · Onsite Campaign Mgmt

SYSTEM_INITIALIZATION // EDUCATION & CERTIFICATIONS

University of North Texas Bachelor's in Music Education & Business Marketing · 1993–1997

1995 Percussive Arts Society Gold Medalist · 3x Winner, PAS Ensemble Competition

Google Analytics Individual Certified · Google Ads Certified · Google Ads Display Certified
HubSpot Marketing Software Certified · HubSpot Social Media Certified · HubSpot Inbound Certified
Semrush Technical SEO Certified · Adobe Premiere Pro Guru · Lean Startup Methodology