

Kinjal Pike

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Executive Summary

Strategic and data-driven Marketing Leader with 10+ years of experience developing integrated marketing strategies and workflows across B2B and B2C environments in healthcare, insurance, SaaS, and enterprise technology. Proven expertise in campaign lifecycle management, demand generation, marketing automation, customer segmentation, and data-driven optimization across the full marketing funnel. Deep hands-on experience with HubSpot, Salesforce, Marketo, and analytics platforms, translating marketing intelligence into measurable business outcomes. Skilled at bridging marketing strategy, data, and technical systems to enhance automation, personalization, and performance optimization.

Core Competencies

Marketing Leadership & Strategy

- Campaign Lifecycle Management: Brief creation, creative development, launch, tracking, post-campaign analysis
- Performance Marketing: Keyword research, bidding strategy, conversion tracking, A/B testing, and ROI
- Go-to-Market Strategy | Customer Journey Mapping | Lead Prospecting & Outreach Management

Sales and Marketing Operations & Automation

- CRM & Marketing: HubSpot, Salesforce Marketing Cloud, Marketo, Oracle Responsys, Braze
- Lead Management, Scoring, Nurture Programs, Segmentation & Personalization
- Sales–Marketing Alignment, Enablement & Customer Onboarding

Analytics, Measurement & Optimization

- Marketing Analytics: Adobe Analytics, Google Analytics (GA4), Tableau, Power BI, ThoughtSpot AI
- KPI Frameworks, Executive Dashboards & Performance Reporting
- Attribution Modeling, Funnel Analysis & ROI Optimization

Brand, Content & Omnichannel Execution

- Brand Strategy, Messaging Frameworks & Storytelling
- Omnichannel Campaign Leadership: Email, Paid Media, Social, Direct Mail, SMS & Push
- Content Strategy, Influencer Marketing & Engagement Analytics

Professional Experience

Marketing PM / Business Analyst (Project Consultant)

Belle Tire | Remote | Oct 2025 – Present

- Lead marketing delivery governance and operational alignment initiatives, ensuring strategic marketing programs translate into predictable technical execution.
- Translate business strategy into clearly defined features, acceptance criteria, and workflow designs aligned to marketing automation initiatives
- Manage feature backlogs and prioritization frameworks to improve campaign delivery efficiency and cross-functional coordination

- Define delivery milestones, success metrics, and risk mitigation strategies across multiple concurrent marketing programs
- Provide executive-level visibility into progress, dependencies, and operational risk
- Gather and synthesize requirements across Sales, Events, Scheduling, Logistics, and Finance to design operationally sound marketing workflows

Marketing Strategy & Operations Consultant

Fractional Project-Based B2B Engagements | Remote | Apr 2025 – Oct 2025

- Serve as a fractional marketing leader for B2B organizations across healthcare, insurance, ecommerce, and retail, driving demand generation strategy and scalable marketing infrastructure
- Own end-to-end demand generation strategy, building scalable nurture architectures and omnichannel programs that increase qualified pipeline and improve conversion velocity
- Translate executive goals into marketing roadmaps, defined KPIs, and measurable performance frameworks
- Align sales and marketing through buyer journey architecture, messaging strategy, and pipeline stage optimization
- Design cross-channel programs across email, paid media, digital, direct mail with attribution and ROI tracking
- Establish executive-level reporting and attribution models for visibility into performance, risk, and revenue impact

Marketing Insights & Strategy Manager (Contract)

Elevance (Anthem) | Remote | Aug 2024 – Mar 2025

- Developed Medicare and Health Plan strategy roadmap, including segmentation, omnichannel reporting
- Led complex, matrixed initiatives from strategic planning through execution, driving alignment across diverse stakeholder groups and ensuring delivery against defined milestones in high-visibility environments.
- Led cross-functional go-to-market (GTM) planning across Marketing, Sales, Sales Ops, and Enablement at Elevance, aligning product positioning and demand strategy with corporate growth priorities.
- Managed GTM interlock processes, ensuring consistent execution of product frameworks, performance tracking, and optimization based on pipeline and conversion insights.
- Identified opportunities across digital, direct mail, email, DSP, and app/web channels under regulatory compliance
- Oversaw integrated campaign execution in Marketo with hands-on LinkedIn and google activation
- Drove AI readiness initiatives, measurement frameworks, segmentation models, and testing roadmaps
- Created and maintained business requirement documents (BRDs) and functional requirement documents (FRDs)
- Planned and executed qualitative and quantitative market research across healthcare and regulated industries
- Managed influencer selection, SOWs, budgets, approvals, and creative strategy

Digital Marketing Manager (B2B, Contract, Maternity Coverage)

Surest (UnitedHealthcare) | Remote | Feb 2024 – Aug 2024

- Led end-to-end digital marketing programs including paid media, SEO, email, and mobile app marketing
- Managed acquisition funnels through A/B testing and omnichannel analytics across Google and affiliate channels
- Executed direct mail, email campaigns across the full lifecycle, optimizing enrollment and conversion efficiency
- Collaborated with UX/UI teams to deliver personalized digital experiences
- Translated business goals into analytics and reporting requirements for KPI dashboards
- Leveraged Ahrefs, GA4, GTM, and Google Ads to optimize traffic and conversion performance
- Utilized de-identified patient data to generate insights while maintaining HIPAA compliance
- Created repeatable workflows with defined ownership, timelines, and dependencies
- Designed and deployed scalable sales enablement bill of materials (playbooks, messaging frameworks, pitch decks, competitive briefs, virtual engagement assets) to support seller productivity and demand generation.
- Directed production workflows and agency partnerships to deliver high-impact campaigns and launch initiatives on time and on brand, while continuously refining execution based on field feedback and performance metrics.

Marketing Manager / Analyst – Subscription & Loyalty (Contract)

CVS Health | Remote | Dec 2022 – Feb 2024

- Led omnichannel acquisition, engagement, and retention strategies across email, paid media, affiliate, social, SMS (Braze), direct mail, and influencer channels
- Executed end-to-end campaign lifecycle management for direct mail and email programs
- Built customer segmentation models using behavioral and transactional data
- Developed executive dashboards using Tableau, Power BI, and Oracle Responsys
- Partnered with legal, technical, and operational teams to ensure compliance
- Implemented GA4 and GTM tracking frameworks to support attribution and ROI analysis

Marketing Automation Manager (Contract)

Workday | Remote | Feb 2022 – Sep 2022

- Drove global marketing automation strategy and operational rollout planning, aligning cross-functional stakeholders across product, engineering, and regional marketing teams.
- Established prioritization frameworks, defined success metrics, and implemented performance monitoring processes to support scalable execution and executive-level visibility.
- Partnered with senior leadership to align strategic roadmap initiatives with operational delivery milestones, ensuring clear communication of progress, risks, and trade-offs.

Product Growth Manager – Mobile (Contract)

Adobe | Remote | Sep 2021 – Feb 2022

- Owned end-to-end growth strategy execution across mobile and web channels, aligning product, marketing, analytics, and engineering teams around shared KPIs and delivery timelines.
- Facilitated cross-functional planning reviews, defined measurement frameworks (CAC, LTV, ROAS), and ensured executive stakeholders had clear visibility into performance outcomes and optimization roadmaps.
- Identified structural gaps and operational inefficiencies across acquisition and lifecycle programs, implementing scalable processes to improve cross-team coordination and performance predictability.

CMS Content Manager

Robert Half | Remote | Jan 2021 – Aug 2021

- Managed corporate intranet content strategy, ensuring accessibility and consistency for global teams.
- Oversaw VCM/SharePoint, system updates, using best practices across the organization.
- Created detailed business requirement documents (BRDs) and functional requirement documents (FRDs) for content management initiatives

Senior Marketing Manager – Medical, Dental & Accounting Practices

ProSites | Temecula, CA | Jan 2020 – Sep 2020

- Led demand generation strategies across omnichannel tactics including SEO, PPC, social media, retargeting, LinkedIn, and email marketing
- Partnered with Sales team to optimize lead management workflows via HubSpot and Drift integrations, improving lead-to-opportunity conversion
- Designed Voice of Customer (VOC)-driven campaigns across four industry segments using targeted content and messaging strategies
- Tracked and measured marketing campaign effectiveness through A/B testing frameworks to improve conversion rates and campaign ROI
- Owned performance KPIs: CAC, ROAS, conversion rate, LTV, and reporting and optimization
- Managed external creative resources including agencies, copywriters, and graphic designers

Marketing Manager (Contract)

ScienCell Research Labs | Carlsbad, CA | Aug 2019 – Jan 2020

- Managed \$1M+ SEM budget optimized digital marketing strategy across global ecommerce channels
- Streamlined cross-functional ecommerce operations across sales, customer service, marketing, and IT teams, enhancing customer satisfaction and digital media performance
- Partnered with digital agency to execute global campaigns, ensuring alignment on targeting strategy, creative development, and performance optimization

Marketing Manager (Contract)

Biofilm | Vista, CA | Feb 2019 – Aug 2019

- Managed B2C omnichannel campaigns across partners such as Amazon, CVS, Walmart, Target, and international retail channels
- Executed global multilingual email campaigns (200k+ monthly sends) and coordinated paid advertising campaigns across channels
- Managed CPG product lifecycle including planning, Amazon partner programs, and packaging design
- Optimized ecommerce channel performance providing sales channel support across retail partnerships

Vertical Marketing Manager

Danaher (McCrometer) | Hemet, CA | Jan 2018 – Jan 2019

- Directed go-to-market strategy, customer segmentation, and vertical market sales enablement
- Conducted survey research and market analysis, delivering actionable insights to product teams
- Partnered with engineering, design, and marketing teams to drive website improvements and optimize ROI

Marketing Manager (Contract)

Preferred Employers Insurance | San Diego, CA | Nov 2017 – Jan 2018

- Developed employer marketing materials and customer onboarding processes for middle-market accounts
- Created quality control frameworks for account management and customer communication workflows

Client Services Marketing Director

Patrico, Hermanson & Guzman | San Diego, CA | Oct 2014 – Oct 2017

- Directed marketing strategy and client engagement programs for 9 law offices across California
- Implemented HubSpot CRM workflows, improving lead conversion and client onboarding efficiency
- Deployed certified workers compensation insurance certification courses to insurance professionals
- Created department tools (CRM, live chat) and established client response policies and service standards

Sales & Marketing Director

California Marketing Group | San Diego, CA | Dec 2010 – Oct 2014

- Led digital demand generation inbound marketing strategies, managing marketing automation and lead nurture
- Managed up to 10 direct reports across customer service, sales, and IT teams
- Aligned cross-functional teams to optimize leads from emails, landing pages, and sales enablement initiatives
- Collaborated with stakeholders on budgeting and planning of sales incentive programs
- Managed political polling division product offering, reporting metrics, and program execution

Sales & Marketing Agency Consultant

Refresh Marketing Group | Southern California | Dec 2009 – Dec 2010

- Developed go-to-market strategies and demand generation campaigns targeting key audience segments

- Negotiated affiliate partnership contracts encompassing new business models and market entry strategies
- Created demand generation strategies driving MQL development and pipeline growth

Marketing Director

Lonseal Inc. | Carson, CA | Jan 2005 – Nov 2009

- Led product launches, global trade show strategy, and lead generation campaigns across multiple channels
- Increased revenue 20% by implementing Salesforce CRM and demand generation automation tactics
- Launched new product campaigns using field marketing, social media, and lead generation strategies including product pricing, value positioning, and execution planning
- Executed direct mail campaigns managing creative development, list procurement, vendor relationships, and performance analysis
- Designed creative advertising campaigns, online promotions, banner ads, targeted email campaigns, and print materials for product launches and brand initiatives

Technical Skills

- **CRM & Marketing Automation:** HubSpot, Salesforce Marketing Cloud, Marketo, Oracle Responsys, Braze, Adobe Journey Optimizer (AJO)
- **Market Research, Business Analytics & Business Intelligence:** Adobe Analytics, Google Analytics (GA4), Google Tag Manager (GTM), Tableau, Power BI, ThoughtSpot AI, Google Search Console, Ahrefs, Research (Quantitative and Qualitative)
- **Project & Workflow Management:** Jira, Asana, Wrike, Workfront, Airtable, Slack, ServiceNow
- **Design & Content Tools:** Adobe Creative Suite, Figma, HTML/CSS, Canva, Switchboard, SharePoint
- **Advertising & Media Platforms:** Google Ads, Meta Ads Manager, Amazon Retail Advertising, DSPs, YouTube Ads, LinkedIn Campaign Manager, TikTok Ads, Apple Search Ads (ASA)
- **Additional Capabilities:** A/B Testing Frameworks, Conversion Rate Optimization (CRO), App Store Optimization (ASO), SEO/SEM, Email Marketing, SMS Marketing, Influencer Marketing

Education & Certifications

- MBA, Kaplan University, Davenport, 2017
- Bachelor of Arts, Social Ecology, University of California, Irvine, 2005
- HubSpot Content Marketing Certified, 2025–2027
- Influencer Partnerships Certified, PXA, 2023
- GA4 Analytics Certified, 2024