Rahul Singh

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SUMMARY

Close to ten years in B2B go-to-market across four companies, mostly IT services and technology businesses. The work has covered the full system: brand and content, paid and organic demand, CRM and marketing automation, websites, events, and the reporting that ties it all to pipeline.

At Simform I was one of the first marketers, reporting to the CEO, and built the brand, content and SEO from the ground up. At Parkar I led marketing across two stints, also reporting to the CEO, and added $8M+ in pipeline. At Hemmersbach I led digital marketing for a billion-dollar, 2,000+ person IT services group operating in 130+ countries, with teams in Poland and Athens. At INSIDEA I delivered 60+ HubSpot implementations for mid-market companies and SMBs.

EXPERIENCE

INSIDEA · Senior HubSpot Specialist

Sep 2024 – Oct 2025 · Remote · Diamond-tier HubSpot partner

- Delivered 60+ HubSpot implementations in 14 months, running up to 15 client accounts at once across Marketing, Sales, Service and Data Hub.
- Owned each account from discovery to go-live: pain and process mapping, success metrics, data model, and the implementation roadmap.
- Designed the data model and governance before any build: object structure, standardised imports, deduplication and property hygiene, so reporting held up later.
- Sales Hub: pipelines and deal stages, prospecting and qualification automation, deal-progression workflows.
- Marketing Hub: nurture and welcome sequences, email templates, landing pages, paid social tracking, lead scoring and attribution reporting.
- Service Hub: ticket pipelines, SLAs, knowledge bases and customer portals for enterprise support teams.
- Migrated clients off Salesforce, Mailchimp and legacy tools with contacts, templates and history intact.
- Integrated HubSpot with Salesforce, NetSuite, Mailchimp, Klaviyo, Make.com and WordPress, and wrote custom API integrations where no connector existed.
- Built ROI and pipeline dashboards, and trained each client’s sales, marketing and service teams before handover.

Parkar Digital · Marketing Lead

Mar 2022 – Apr 2024 · Pune · Rehired to lead marketing, reporting to the CEO

- Led marketing and the team, reporting to the CEO, on enterprise deals with long sales cycles; added $8M+ in pipeline across both stints through ABM, events and sales-aligned campaigns.
- Ran account-based campaigns through marketing automation for hundreds of billion-dollar accounts, including MQL/SQL handoff and sales messaging.
- Led GITEX Dubai participation three times: strategy, booth design, vendors, collateral and logistics. 500+ leads the year we hosted a booth, 300+ when attending with the team, and $2M+ in enterprise pipeline from each.
- Built the employer brand through Life at Parkar, read by thousands; hosted office workshops of 100–120 people; trained early-career hires on HubSpot.

Hemmersbach · Team Lead, Digital Marketing

Jun 2021 – Jan 2022 · Remote (Wrocław) · Billion-dollar German IT services group, 130+ countries

- Led digital marketing, reporting to the marketing head, with cross-functional teams in Poland and Athens across several time zones.
- Managed €30–40k a month in paid media across LinkedIn, Google Ads and Meta.
- Ran multi-country, multi-language campaigns, localised market by market, aimed at enterprise service contracts.

- Owned the corporate website end to end: structure, design direction, build and maintenance.
- Ran HubSpot as the CRM and automation backbone: lifecycle stages, lead scoring, campaign tracking and leadership reporting.
- Ran recruitment marketing and took part in hiring for the team.

Parkar Digital · Marketing Analyst → Lead Marketing Analyst

Apr 2018 – Jun 2021 · Remote (US entity) · Reporting to the CEO

- Owned content strategy end to end: research, technical writing, publication and distribution.
- Wrote case studies and technical collateral across patient healthcare, retail object recognition, AIOps, recommendation engines and connected systems.
- Built proposals with architects and leadership for multi-billion-dollar enterprise pursuits.
- Managed organic and paid channels, plus HubSpot, InfusionSoft, Salesforce and the website CMS.

Simform · Inbound Marketing Executive

Feb 2017 – Mar 2018 · Ahmedabad · Reporting to the CEO

- One of the first marketing hires; built the brand, voice and marketing function from scratch.
- Set the pillar content strategy and wrote long-form technical articles across IoT, cloud services and cloud development.
- Grew site traffic past 150,000 visitors; posts reached Hacker News and Reddit.
- Built distribution through newsletter sponsorships, partnerships and backlinks.
- Added $4M+ in pipeline across paid, organic and events, alongside strong inbound lead volume.
- Wrote sales messaging, ran WordPress and kept HubSpot in order. Quarterly company award recipient.

TOOLS

CRM: HubSpot (certified), Salesforce, Dynamics 365, Pipedrive, Zoho CRM
Marketing: Google Ads, Meta, LinkedIn, Customer.io, Braze, Search Console
Analytics: GA4, Google Tag Manager, Tableau, Looker, Segment, SQL
AI & automation: Clay, n8n, Zapier, Make.com, Claude
CMS & web: WordPress, Webflow, Framer, Sanity, Payload

EDUCATION & CERTIFICATIONS

BBA (Honours), Marketing · ITM School of Business, Gwalior · 2013 – 2016
HubSpot Inbound Certification · Google Analytics for Power Users