

# Shraddha Agrawal

Chief Marketing Officer | Chief Growth Officer | Strategic Business Leader | Bestselling Author

Fractional CMO & CGO | Media Featured (KaroStartup, WW India) | Content Creator | Public Speaker | IIM Alumni | Podcaster | Mentor | Generative AI Practitioner

✉ shraddhaagrl.tech@gmail.com 📍 88065 66466 📍 Pune, MH 🔗 linkedin.com/in/shraddhaagrawal

## EXECUTIVE PROFILE

Revenue-driven Marketing & Growth Leader with **15+ years** driving profitable growth across B2B SaaS, Fintech, Healthcare, and Technology sectors. Rare blend of **entrepreneurial DNA** (built profitable venture with full P&L ownership) and **corporate leadership** (VP-level in fast-growth tech companies). Cross-functional leader who thinks beyond marketing metrics to drive holistic business growth and revenue acceleration, with deep expertise in financial services and RegTech.

**~\$3M USD**

Revenue Impact

**60+ Clients**

Scaled (4 Countries)

**10+ Industries**

Mastered

**Full P&L**

Ownership

## CORE COMPETENCIES

### Strategic Leadership & Executive Communication:

P&L Ownership • Executive Stakeholder Management • Data Analytics & Storytelling • C-Suite Presentation & Influence • Cross-Functional Leadership • Financial Acumen

### Growth Marketing & Analytics:

Demand Generation • Pipeline Acceleration • Performance Marketing • Brand Positioning • Customer Journey Design • Dashboard Design & ROI Analytics • Marketing Automation

### Industry Expertise & Thought Leadership:

Financial Services & RegTech • B2B SaaS • Go-to-Market Strategy • Bestselling Author • Public Speaker • Content Creator

## BUSINESS JOURNEY

### 📍 Founder & Chief Growth Officer | DigiDNA - AI Driven Digital Marketing Company

Since Apr 2023 | Pune, India

Built and scaled profitable marketing venture with complete P&L ownership, leading strategy, operations, finance, and client success.

#### Business Growth & Scale:

- Scaled from 0 to **60+ clients across 10+ industries in 4 countries** within 2 years while maintaining profitability
- Generated **~\$3M USD measurable revenue impact** for client portfolio through strategic marketing initiatives
- Former corporate employers became long-term clients** and brand advocates (Signzy), testament to execution excellence
- Successfully served clients **across India, USA, UK, and Middle East** with localized strategies

#### Full-Stack Business Leadership:

- Complete P&L accountability** including strategy, financial management, budgeting, resource allocation, and profitability
- Hired and led cross-functional teams across marketing, design, content, technology, and client success
- Established scalable processes and delivery frameworks enabling consistent client outcomes

#### Strategic Impact:

- Worked across **diverse business models including IT Services, CloudTech, SaaS, Fintech, Consumer/D2C, Logistics, Manufacturing, EdTech, HRMS, and Commercial Real Estate Services**
- Translated complex campaign analytics into strategic recommendations** that directly influenced client investment decisions across 60+ engagements
- Integrated **AI-driven methodologies and marketing automation** for competitive advantage (Generative AI Mastermind certified)
- Engaged with **1000+ founders across 100+ industry events**, building deep market intelligence
- Built personal brand through YouTube (Shraddha's DigiVerse) and LinkedIn thought leadership

## THOUGHT LEADERSHIP & PUBLICATIONS

### A. Bestselling Author | Published September 2025

#### "50 Wins, 50 Lessons: Real Digital Marketing Case Studies That Actually Worked"

A strategist's guide featuring 50 real-world case studies across B2B, B2C, e-commerce, SEO, performance marketing, and AI in marketing. Endorsed by Ankur Warikoo, industry leaders, and praised as both strategic guide and practical toolkit.

- Framework:** Who → Why → What → How → So What? → My Perspective → Tools, designed for clarity and easy application
- My Perspective:** 15+ years of what worked and what didn't, translated into practical, implementable insights
- Mindmaps:** Complex strategies distilled into visual frameworks for clarity and long-term recall
- Bonus Templates:** Proven systems used with real clients to move seamlessly from ideas to execution
- Case Studies:** 50 case studies across 7 chapters, including DigiDNA's own success story where a former employer (Signzy) became a long-term client and delivered measurable results

### B. Key Speaking Engagements

- IIMS Pune:** "Digital Marketing Workshop" (2026) - Conducted 6-hour interactive learning workshop on digital marketing strategy and execution for 100+ students
- Echai Startup Demo Day:** "Scaling MSMEs: Marketing Strategies for Growth" - Shared frameworks for scaling small and medium businesses through strategic marketing
- Startup Labs Mentoring Session:** "AI Marketing Revolution" - Discussed integration of AI technologies in marketing strategy and execution
- The Leaders Meet:** Book Presentation and Marketing Community Engagement - Presented marketing insights to community leaders
- Brain Accelerator Community:** "Speak Like a CEO Session" - Leadership communication and executive presence training
- Public Speaking Mentoring Sessions:** Regular mentorship providing guidance on public speaking, presentation skills, and thought leadership

### C. Podcast & Media Appearances

- Shraddha's DigiVerse Podcast:** Shares marketing and business insights based on 15+ years of experience through the Shraddha's DigiVerse YouTube channel.
- Mindful Minutes Podcast:** Guest speaker discussing marketing, leadership, and entrepreneurship
- GetCito Podcast:** Featured guest sharing expertise in digital marketing and business growth

### D. Awards, Recognition & Professional Certifications (2024 and 2025)

Diamond Star Award (Brain Accelerator Summit 2025)

Featured in KaroStartup and Women World India Magazine

Generative AI Mastermind Certifications by Vaibhav Sisinty (Outskill) | Nov 2025

Certified NLP Practitioner by Dr. Yogendra Singh Rathore | Sep 2024

## PROFESSIONAL EXPERIENCE

### 📍 Vice President - Marketing | Signzy Technologies (AI-Powered RegTech SaaS)

Dec 2021 - Apr 2023 | Pune, India

Led global marketing strategy for fast-growing RegTech SaaS platform serving enterprise banking and fintech clients. **Promoted twice within two years** for outstanding contribution.

#### Strategic Planning & ROI:

- Developed and executed comprehensive global marketing strategy aligned with business objectives and revenue targets
- Owned marketing budget allocation and **ROI accountability across all channels** (digital, content, events, partnerships)
- Created executive-ready performance dashboards and ROI frameworks** for C-suite presentations, developing message architecture and presentation flow that translated marketing metrics into strategic recommendations
- Presented data-backed marketing strategies to founder/CXO-level stakeholders and board leadership**, leading strategic discussions on budget optimization, channel allocation, and growth initiatives
- Built marketing analytics infrastructure** with dashboards tracking pipeline, conversion metrics, and ROI across all channels
- Led go-to-market execution for product launches and geographic market expansion initiatives

#### Demand Generation & Pipeline:

- Built multi-channel demand generation engine across SEO, SEM, content marketing, ABM, events, and partnerships
- Drove **qualified pipeline growth for enterprise sales** targeting banking and financial services institutions
- Implemented lead scoring and nurturing frameworks delivering measurable pipeline acceleration

#### Cross-Functional Leadership:

- Collaborated with Sales, Product, and Customer Success teams aligning marketing with revenue goals
- Developed product positioning, messaging frameworks, and competitive differentiation strategies
- Built content strategy positioning Signzy as RegTech thought leader

### 📍 Senior Manager - Marketing | 314e Corp (Enterprise Technology Solutions)

Apr 2021 - Nov 2021 | Pune, India

Drove digital marketing strategy for enterprise technology solutions serving B2B infrastructure and cloud clients

- SEO & Organic Growth:** Improved search rankings and qualified traffic through SEO optimization, supported by performance dashboards and data-driven reporting
- Website & UX:** Owned website strategy, UX, and conversion rate optimization
- Performance Marketing:** Managed paid media across Google and LinkedIn
- Lead Generation:** Built lead qualification and conversion frameworks driving measurable pipeline growth

### 📍 Assistant Manager - Digital Enablement | Tavisca Solutions (Now JP Morgan Chase)

Aug 2015 - Apr 2021 | Pune, India

Led digital marketing for a travel technology solutions provider, driving growth through multi-channel campaigns and brand building.

- Search & Social:** Executed integrated campaigns across Google, LinkedIn, and social platforms for awareness and lead generation
- Organic Growth & Content:** Led SEO and content initiatives delivering sustained organic traffic growth
- Website & UX:** Owned website strategy, content, UX improvements, and performance optimization
- Brand Positioning:** Strengthened market presence through digital brand initiatives
- Lead Funnel & CRO:** Managed end-to-end funnel, A/B testing, and landing page optimization to improve conversions and CPL
- Online Reputation:** Managed brand reputation across review platforms, social media, and industry forums
- Awards:** Rising Star Award (within 10 months), Kudos Award (7x), Shoutout Award (2x) for multiple high-impact initiatives

### 📍 Marketing Executive | Calsoft Inc. (B2B Technology Services)

Jan 2014 - Jul 2015 | Pune, India

Executed marketing initiatives for B2B technology services provider. Conducted market research, managed CRM and email nurturing programs, and created sales enablement collateral.

### 📍 Marketing Executive | Scandik Licht Optoelektroniks

Jan 2012 - Oct 2012

B2B/B2C sales strategy, client acquisition, product training, and reporting to HQ

### 📍 Marketing Intern | Appco Marketing, Delhi

Jan 2011 - Dec 2011

B2C marketing, customer engagement, and campaign execution

## EDUCATION & CERTIFICATIONS

### Executive Certificate in Digital Marketing

IIM Indore (Indian Institute of Management) | 2022-23 | IIM Indore Alumni Network Member

### MBA (PGP) - Dual Specialization: IT & Marketing

PROTON Business School, Indore | 2009-11

Awards: 1st Prize in Online Social Network & Proton's Positive Voice Presentation Competition

## WHAT SETS ME APART

### Executive Communication & Thought Partnership:

Proven ability to act as strategic thought partner to C-suite and board-level stakeholders across 60+ engagements; expert in message architecture, presentation flow, and translating complex analytics into compelling executive narratives that inform decision-making and drive strategic outcomes

### Financial Services Expertise:

Deep experience in RegTech and financial services marketing (Signzy - AI-powered banking/fintech solutions); understand compliance, risk, and enterprise sales cycles in regulated industries

### Full P&L & Financial Acumen:

Complete business accountability across strategy, operations, finance, and hiring; delivered ~\$3M USD revenue impact with deep understanding of marketing monetization and ROI optimization

### Entrepreneurial + Corporate DNA:

Built profitable venture through while leading marketing at VP level; understand both startup agility and enterprise scalability with proven ability to operate across organizational contexts

### Strategic Business Partner:

Cross-functional leadership with Sales, Product, Customer Success, Finance; board-ready executive who thinks beyond marketing metrics to drive holistic business outcomes

### Thought Leadership & Influence:

Bestselling author endorsed by Ankur Warikoo and leading voices, influencing 500+ readers across the marketing ecosystem; recognized speaker and content creator

Explore more success stories and insights



Linktree



LinkedIn



YouTube



Book