

Paritosh Joshi

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Profile

Marketing and sales professional with 8+ years of experience executing integrated campaigns, driving brand growth, and optimizing partner/channel marketing initiatives. Demonstrated expertise across technology, automotive, and hospitality industries with a proven ability to lead cross-functional teams, manage CRM tools like Salesforce & HubSpot, and improve lead generation by leveraging data-driven strategies. Proficient at executing multi-channel campaigns, enabling sales through strategic partner collaboration, and managing end-to-end project lifecycles.

Key Skills

Multi-channel Campaign Planning (B2B & B2C)
Brand Strategy & Product Launch
Digital Marketing (SEO, SEM, Email Marketing)
CRM Proficiency (Salesforce, HubSpot)
Customer Segmentation & Lead Generation
Event Planning & Execution
Channel & Partner Marketing Strategy

Data Analysis & Reporting
ROI Analysis & Budget Management
Cross-functional Team Leadership
Content Creation & Copywriting
Social Media Strategy & Management
Loyalty Program Development & Management
Co-Marketing & MDF

Professional Experience

Marketing Communications & Sales Operations Executive

July 2023 – June 2025

| FUJIFILM Business Innovation

Sydney

- Spearheaded integrated digital marketing initiatives across multi-regional channels, generating a 20% increase in partner-acquired leads.
- Collaborated 60+ partners across regions in co-branded campaigns, events, and product launches.
- Directed brand transition from Fuji Xerox to FUJIFILM, ensuring successful rebranding through events and marketing rollouts, increasing new brands awareness by 85%.
- Orchestrated multi-channel marketing campaigns incorporating SEO, SEM, and marketing automation strategies; amplified website traffic by 3000 visits per month and generated 150+ qualified leads monthly.
- Formulated a \$900,000 annual MDF (Market Development Funds) budget, increasing ROI visibility by 52% through strategic planning, partner co-funding, and performance analytics.
- Increased sales revenue by 32% yearly and marketing return by 27%, analysed through sales, and marketing ROI.

Technical Skills & Tools: Salesforce | Marketo | Google Analytics | SEO/SEM | Channel & Partner Marketing | MS Office | Email Automation | Event Management | LinkedIn | Website Development | B2B | CMS | Market & Consumer Insights | Brand Strategy & Positioning | Performance Measurement and Reporting | ATL Marketing & BTL Marketing

Oct 2022 – Apr 2023

**Marketing Campaign & Product Planning Specialist |
Kyocera Document Solutions**

Sydney

- Launched a customer loyalty program, increasing retention by 25%.
- Streamlined CRM implementation and optimization, reducing lead response time by 30%.
- Directed Go-To market campaigns, boosting acquisition by 18%.
- Orchestrated high-impact product launches, increasing stakeholders' engagement by 22%.
- Devised content strategies for 3 social platforms and newsletters aligned to brand goals.
- Conducted performance analysis and adjusted campaigns to align with GTM strategy.

Technical Skills & Tools: CRM | HubSpot | Meta Ads | MS Office | Email Automation | Meta Analysis | Product Launch | Product Road Map | Branding Strategy | Loyalty Program | Product Lifecycle Management | Brand Activation, Campaigns & Product Launches

Jul 2021-Oct 2022 **Marketing Communications & Project Management Specialist | Volkswagen Group** *Sydney*

- Developed and championed marketing for 10 brands, generating leads and improving CRM engagement.
- Orchestrated product launches and press events, improving media coverage by 40%.
- Drove SEO strategies, digital advertising, and social media content across platforms including Meta & LinkedIn, enhancing social media presence by 45%.
- Amplified PR and Media presence by 15% via strategic influencer partnership and ambassador-led campaign across TV and social media.
- Oversaw pricing strategies, aftersales policy alignment which resulted 29% customer loyalty.
- Increasing external communication by 18% and internal communication by 30%.

Technical Skills & Tools: SAP | Mailchimp | Twitter | Public Relations & Media | Influencer Marketing | Multi Brand Marketing | Ambassadors Marketing | International marketing | Marketing Agency | Project Management | Project lifecycle | Digital Marketing Expertise | 360 Campaigns | Customer Engagement

May 2017-June 2021 **Marketing & Trading Manager | Paryog Steels Pvt Ltd** *Delhi*

- Formulated and led marketing & sales operations, resulting in a 30% increase in new client onboarding.
- Directed B2B lead generation and nurtured email campaigns.
- Established quarterly review process that included in depth sales analysis and team performance now used by 10 managers across department.
- Enhanced digital brand presence by 25% through performance marketing and social media.

Technical Skills & Tools: Trading | Account Management | P&L | Budgeting | Forecasting | ROI | Sales | Amazon Sales | Tenders | Manufacturing | Inventory | E- commerce | Budgeting | Risk Management | Team Leadership and Development: | Lead Generation

Education

2020-2022 **Master of Management (Major in Marketing and Sales) | Macquarie University | CGPA 9.5** *Sydney*

2016-2019 **Bachelor of Science, Hospitality & Hotel Management (Major in Hospitality Marketing) | Institute of Hotel Management | CGPA 9.4** *Delhi*