



Prateek Khanzode

Marketing & Sustainability enthusiast

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ABOUT ME

I'm passionate about sustainability and marketing. Combining those two, my mission is to help brands unlock competitive advantage through sustainable marketing.

I am CX obsessed marketing leader working in technology industry. I've been lucky to work with a variety of professionals, and I've learned something new from every single one of them.

SKILLS

- Project Management
- Content Marketing
- People Management
- Digital Campaign Strategy
- Account-Based Marketing
- Partner Marketing
- Analytics – Salesforce, PowerBI
- Microsoft Office

EDUCATION

Mechanical Engineering
Yeshwantrao Chavan College of Engineering
2013-2017

CERTIFICATIONS

- Content Marketing
- Social Media Marketing
- Inbound Sales
- Advanced Google Analytics

EXPERIENCE

ASSOCIATE STRATEGIST - MARKETING

Persistent Systems – Jul 2021 - Present

- Lead marketing for Security and Intelligent Automation services
- Collaborate with practice leaders to set and deliver marketing goals
- Plan and drive marketing activities and campaigns
- Engage with the internal agency to execute marketing activities and provide feedback to optimize performance
- Analyse data and present it to leadership

ANALYST - MARKETING

Persistent Systems – Dec 2018 - Jul 2021

- Owner of marketing content for security service line
- Successfully planned 4-5 marketing campaigns simultaneously
- Executed Account-Based Marketing (ABM) campaigns with cross-functional engagement
- Won 2 deals out of 13 meetings generated through ABM for 27 accounts
- Delivered 300+ MQLs/quarter through inbound & outbound marketing tactics

MARKETING INTERN

Accelerite – Dec 2017 - Dec 2018

- Generate 50 leads/month via email campaigns, 1:1 reach out, etc.
- Analyse campaign performance and optimize messaging for better results
- Create CRM and BI dashboards for analysis
- Leverage marketing automation to design & execute the customer journey