

UTATHYA GHOSH

HEAD OF MARKETING & GROWTH LEADER

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PROFESSIONAL SUMMARY

Results-driven marketing leader with 5 years of progressive experience spanning SEO, GEO, performance marketing, content strategy, demand generation, brand positioning, and PR. Proven ability to build marketing engines from scratch: grew inbound pipeline by 400% at a UK-based agency and increased MQLs by 300% at a B2B SaaS company. Known for an unusual blend of strategic thinking and hands-on execution, with a strong track record of building high-output teams through automation, AI-driven workflows, and operational discipline. Fluent across both B2B and B2C environments. Open to senior marketing roles in India, Singapore, and Hong Kong.

CORE SKILLS

Strategy & Growth

Marketing Strategy, Go-to-Market Planning, Demand Generation, Inbound Growth, Brand Positioning, Campaign Analytics, Budget Management

Digital Marketing

SEO, GEO, SEM, Performance Marketing, Paid Social (Meta, Google), Email Marketing, Marketing Automation, CRO, A/B Testing

Content & Communications

Content Strategy, Editorial Leadership, Copywriting, Thought Leadership, PR, Storytelling, Brand Voice

Tools & Platforms

SEMrush, Ahrefs, GA4, HubSpot, ClickUp, Basecamp, Google Ads, Meta Ads Manager, All major AI tools

Leadership

Team Leadership, Cross-functional Collaboration, Mentorship, Workflow Automation, Process Design

WORK EXPERIENCE

Head of Marketing

Aquilon Tech, UK (Remote) | 2025 – Present

- Owned end-to-end marketing operations for a UK-based digital agency, covering SEO, GEO, performance marketing, branding, content, email marketing, and PR across global B2B client accounts.
- Built and executed an inbound growth engine that delivered a 400% increase in qualified client discovery calls within the first year.
- Established agency positioning, brand voice, and content framework from scratch, enabling consistent messaging across all channels and client verticals.
- Managed agency marketing budget, tracked ROI across channels, and reported performance directly to the founder with actionable recommendations.

Product and Marketing Manager

Alltake (Edge Linking), India | 2024 – 2025

- Led full-funnel marketing strategy for a B2B SaaS company, covering brand, demand generation, content, social, email, and GTM execution across product lines.
- Launched SmartQC with a comprehensive go-to-market plan; grew MQLs by 300% through a combination of inbound strategy, lifecycle campaigns, and targeted outbound outreach.
- Rebuilt team operations following a company-wide restructuring that reduced the marketing team from 30 to 6; implemented AI-driven workflows and automation systems that maintained and exceeded previous output

levels.

- Revamped company website and blog, improving organic traffic and reducing cost-per-lead through SEO-led content architecture and CRO improvements.

Sub Group Head (Content Manager)

EssentiallySports, India | 2023 – 2024

- Managed a key American sports vertical for one of India's largest online sports news agencies, achieving 1M+ monthly reads through real-time editorial strategy and strong team leadership.
- Led a team of writers and editors, setting performance benchmarks, mentoring talent, and maintaining newsroom responsiveness under tight publishing deadlines.
- Designed and implemented an entity-based, Google-friendly content structure that improved organic discoverability and sustained readership growth.

Senior Content Writer

Spolto Technology Solutions, India | 2022 – 2023

- Spearheaded on-page content strategy for a new product launch, driving 100K+ visitors within the first 6 months through SEO-led content and competitor analysis.
- Wrote performance ad copy for Google Ads and Meta Ads campaigns, improving click-through rates and supporting user acquisition goals.
- Led content QA for blogs and product pages, conducted interviews with industry leaders, and produced social media creatives to support brand engagement.

Assistant Content Manager & Editor

Sportskeeda, India | 2021 – 2022

- Directed a team of 14 writers and editors, devising content strategy, setting editorial standards, and consistently achieving engagement and readership targets.
- Analysed analytics and revenue dashboards to track performance and make data-informed decisions on content direction and resource allocation.
- Led SEO optimisation efforts across published content, improving rankings and organic reach for high-competition sports verticals.

Press and Communications Intern

Real Madrid C.F., Madrid, Spain | 2020 – 2021

- Vetted and reviewed news stories and media content published about the club, ensuring accuracy, tone alignment, and brand consistency across external press coverage.
- Supported internal and vendor communications in English, coordinating messaging between departments and external stakeholders during a high-profile international environment.

EDUCATION

Masters in Communications and Sports Journalism

Universidad Europea de Madrid, Spain | 2019 – 2021

Bachelor of Arts, International Relations (Minor: Journalism)

FLAME University, Pune, India | 2016 – 2019

ADDITIONAL

Languages: English (Fluent), Hindi (Fluent), Bengali (Native)

Notice Period: 45 days (negotiable)

Open to relocation: Singapore, Hong Kong, India (all cities)

Personal Agency: Founder, Unmarked Labs (unmarketedlabs.com)

REFERENCES

Donny Todd

Founder, Aquilon Tech | donny@aquilontech.com

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