

PARTH VASHISHTA

ABM & Demand Generation Manager | Enterprise Pipeline Growth

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PROFESSIONAL SUMMARY

B2B marketer with 7+ years across demand generation, ABM, and lifecycle marketing, including 3+ years leading enterprise ABM and demand generation programs across US, EU, and APAC markets. Generated \$1-1.5M in enterprise pipeline while managing a \$500K annual marketing budget, and launched an organization's first ABM motion from pilot through multi-vertical rollout. Strong in multi-channel campaign orchestration, buying committee activation, paid media, and marketing automation tied directly to pipeline and revenue outcomes.

CORE SKILLS

Account-Based Marketing (ABM) | Enterprise Demand Generation | Pipeline Generation & Acceleration | Growth Marketing | Multi-Channel Campaign Orchestration | Paid Social Advertising (LinkedIn Ads, Google DV360) | Marketing Automation (HubSpot, Pardot) | Buying Committee & Executive Engagement | Deal-Based Marketing | Field Marketing & Executive Roundtables | Lifecycle & Nurture Marketing | Funnel Optimization | Campaign Performance Reporting | Budget Management | Audience Segmentation | B2B SaaS Marketing

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant | Self-Employed

April 2026 - Present | Remote (Clients across Canada and UAE)

- Advise real estate clients across Canada and Dubai on paid acquisition, social media performance, and website redevelopment, owning strategy through to execution.
- Build and run LinkedIn Ads and email marketing campaigns for lead generation, covering audience segmentation, creative direction, campaign setup, and performance reporting.
- Developed a documented enterprise ABM case study and personal marketing site detailing account selection frameworks, multi-channel orchestration, and pipeline measurement methodology.

Manager - Account-Based Marketing (US & EU) | Axtria

July 2025 - April 2026 | Bengaluru, India

- Built the enterprise ABM function from the ground up as a new go-to-market motion, owning account selection, playbook design, and end-to-end campaign execution across US and EU markets.
- Ran ABM programs across 15 strategic enterprise accounts, engaging 10-40 director-level and above personas per buying committee.
- Generated over 50 MQLs through multi-channel campaigns spanning paid social, email nurture, executive engagement, and field marketing.
- Led Deal-Based Marketing initiatives aligned to active RFPs, influencing and accelerating six-figure enterprise deal value.
- Built repeatable ABM and paid demand generation playbooks across multiple verticals using LinkedIn Ads, HubSpot, and Pardot to drive engagement, pipeline progression, and campaign performance tracking.
- Partnered with sales leadership to activate buying committees and drive C-suite engagement across priority enterprise accounts.

Manager - Strategic Marketing & Events (US & EU) | Fractal Analytics

September 2023 - June 2025 | Bengaluru, India

- Generated \$1-1.5M in enterprise pipeline through ABM, paid media, and field marketing initiatives while managing a \$500K annual marketing budget.
- Launched the company's first ABM motion targeting key verticals; pilot performance drove expansion across multiple verticals as a core pipeline generation strategy.
- Developed account-specific messaging, audience segmentation, and personalized campaign strategies to engage senior stakeholders across target enterprise accounts.

- Owned end-to-end field marketing across US and EU markets, including third-party events and executive roundtables aligned to pipeline and account engagement goals.
- Orchestrated multi-channel campaigns across paid social, targeted account engagement, and executive programs to accelerate pipeline progression.

Marketing Specialist | kipi.ai

April 2023 - September 2023 | Bengaluru, India

- Executed demand generation and customer marketing programs supporting pipeline growth within the Snowflake partner ecosystem.
- Built and optimized marketing automation workflows to improve campaign execution, lead nurturing, and performance tracking.
- Partnered cross-functionally to standardize messaging, improve content quality, and support go-to-market initiatives.

Customer Marketing Specialist, ANZ & APAC | Freshworks

February 2022 - December 2022 | Chennai, India

- Drove approximately \$200K in pipeline through targeted upsell, cross-sell, and engagement campaigns across enterprise and mid-market accounts.
- Designed and executed multi-channel campaigns across Google DV360, LinkedIn Ads, email nurture journeys, and executive engagement programs aligned to account priorities.
- Led regional customer marketing programs across ANZ and APAC to drive expansion revenue and pipeline growth.

Customer Marketing Associate, ANZ & APAC | Freshworks

October 2019 - January 2022 | Chennai, India

- Built and scaled customer marketing programs across ANZ and ASEAN markets to drive product adoption, retention, and advocacy.
- Executed in-app messaging campaigns and webinars to drive product adoption and feature awareness across enterprise and mid-market accounts.
- Owned global customer newsletter distribution across mid-market and enterprise segments.

Marketing Associate | ERM (Contract via Manpower)

October 2018 - August 2019

- Supported content development and internal marketing initiatives, including copywriting and asset preparation.
- Coordinated documentation and maintained structured content repositories for cross-project team use.

EDUCATION

Bachelor of Arts, Communications, Mass Media & Marketing

Simon Fraser University, Canada | 2014 - 2018

CERTIFICATIONS

- Fundamentals of Digital Marketing - Google
- AI for Marketing - HubSpot
- Project Management Virtual Experience - Accenture