

VICKY LALWANI

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Director of Digital Marketing | Full-Funnel Growth & Demand Generation | PPC · SEO · GEO/AEO · Marketing Automation

PROFESSIONAL SUMMARY

Director of Digital Marketing with 8+ years building and leading full-funnel growth for SaaS, AI-platform, and e-commerce brands across India, the US, UK, and Australia. Plans and executes multi-channel strategy — PPC, SEO, social, email, WhatsApp, marketing automation, and branding — engineered around lead generation, conversions, and revenue. Owns the funnel and the metrics that matter: traffic, MQLs, SQLs, CAC, LTV, and ROI. Currently leads marketing across a SaaS portfolio (SuperMIA, RevEvolve, QuantumDataLytics, Botfinity), coordinating sales, product, tech, content, and design while managing internal teams and external agencies. Pairs classic performance-marketing discipline with AI-built systems (Claude, MCP, automation) for team-scale output, and reports growth through clear monthly and quarterly performance reviews.

CORE SKILLS

SaaS Growth & Demand Generation: Full-funnel strategy, lead generation, MQL-to-SQL pipeline, conversion-funnel design, CAC/LTV/ROI optimization, and GTM support for SaaS and product launches.

Performance Marketing (PPC): Google Ads (Search, Display, Performance Max, YouTube, Demand Gen), Meta, LinkedIn & Microsoft Ads; budget ownership and CPL/CPA/ROAS optimization.

SEO & Organic Growth: Technical SEO, on/off-page, local SEO, content clusters and topical authority, AEO/GEO, Next.js migration recovery; e-commerce platforms: Shopify, BigCommerce, Magento, WordPress.

Social, Content & Branding: Organic social, founder-led and B2B thought-leadership content, content calendars, brand positioning and messaging, and creative direction.

Lifecycle & Marketing Automation: Email marketing, WhatsApp campaigns, marketing-automation workflows, nurture/drip funnels, and lead scoring.

Analytics & KPIs: GA4, Search Console, GTM, Semrush, Screaming Frog, Looker Studio dashboards; traffic, MQL/SQL, CAC, LTV, and ROI reporting; CRO and funnel analysis.

AI Systems & Automation: Claude, Claude Code, MCP servers (GSC/GTM/Semrush/Reddit/Windsor.ai), and ChatGPT; automation pipelines for reporting, audits, content, and outreach.

Leadership & Cross-Functional: Team and agency/freelancer management (22-member team), coordination with Sales, Product, Tech, Content & Design, SOPs, and monthly/quarterly reviews.

CAREER HIGHLIGHTS

- Drove **30–40% lead growth and 20–30% conversion lift** across 35+ client accounts by restructuring full-funnel campaigns, targeting, and conversion tracking.
- Lead end-to-end growth for a **multi-product SaaS portfolio** (SuperMIA, RevEvolve, QuantumDataLytics, Botfinity), running a **19-agent AI team plus 3 humans** for the output of a ~15-person agency.
- Scaled an e-commerce brand to **~10x ROAS and top organic visibility across Search, Image, and AI Overviews**; managed media budgets of \$50K–\$80K/month.
- Delivered **25–30% organic traffic growth** through SEO strategy, high-intent keyword planning, and content clusters across e-commerce and service niches.
- Healthcare SaaS win — Brite Smile Dental: **57% revenue growth, 59% fewer no-shows, 143 AI-booked appointments in 90 days**.
- Grew LinkedIn presence **~550 → ~9,000 followers** via founder-led content, and built Claude/MCP automation for reporting and optimization at team scale.

PROFESSIONAL EXPERIENCE

Softqube Technologies / SuperMIA

Feb 2026 – Present

Director of Digital Marketing | Ahmedabad, India (On-site)

- Lead full-funnel digital marketing across a **SaaS portfolio (SuperMIA, RevEvolve, QuantumDataLytics, Botfinity)** — strategy, PPC, SEO, social, content, and automation — owning pipeline, conversions, and revenue.
- Coordinate cross-functionally with the CEO, Head of AI/ML, sales, product, and a 15+ engineer dev team on positioning, GTM, and launches.
- Built a **Claude + MCP marketing stack** (GSC, GTM, Semrush, Reddit, Windsor.ai) automating reporting, keyword research, and optimization; track traffic, MQLs, CAC, and ROI on demand.
- Selected win — Brite Smile Dental: **57% revenue growth, 59% fewer no-shows, 143 AI-booked appointments in 90 days**; grew brand LinkedIn following **~550 → ~9,000**.

- Architect SEO and content systems (JSON-LD schema, content clusters) and led post-migration technical SEO recovery on a Next.js rebuild.

Marketing Success Inc. — USA | Marketing Agency

Apr 2023 – Feb 2026

Head of Digital Marketing (Growth Strategy Head) | Engaged via Bliss Web Solution Pvt Ltd, India | On-site, Ahmedabad

- Owned performance marketing and SEO across **35+ e-commerce and multi-vertical accounts** (US/UK/AUS), managing budgets of \$50K–\$80K/month.
- Drove **30–40% lead growth, 20–30% conversion lift, and 25–30% organic traffic growth** via full-funnel restructuring, CRO, and high-intent keyword strategy; consistently reduced CPL/CPA.
- Selected wins — scaled an e-commerce furniture brand to **top visibility across Search, Image, and AI Overviews (~10x ROAS)**; drove multi-fold conversion growth for a sports-equipment brand.
- Managed Google Ads, Meta, and GBP/local SEO across healthcare, dental, legal, real estate, home-services, and e-commerce niches; standardized reporting in GA4, GSC, Semrush, and Screaming Frog.
- Coordinated a 17-member cross-functional team (PPC, SEO, content, design, video); aligned with dev teams on Shopify, BigCommerce, Magento, and WordPress; primary US client contact reporting to the founder/CEO.

Clever Mind Media Technologies

Jul 2021 – Apr 2023

Digital Marketing Head | Pune, India

- Owned SEO, SEM, paid, and social strategy; planned and optimized campaigns for leads, conversions, and ROI.
- Built landing pages and improved on-page SEO, site structure, and conversion paths; managed budgets and performance reporting.
- Identified growth opportunities and aligned campaigns with business goals across client accounts.

Reflect Digital Marketing

Nov 2019 – Jul 2021

Digital Marketing Head | Ahmedabad, India

- Led digital marketing strategy and execution across SEO, paid, and social; managed budgets and ongoing performance optimization.
- Built and trained the marketing team, ensuring consistent delivery and brand consistency across campaigns.
- Partnered with department heads to align campaigns with business goals and continuously improve effectiveness.

EDUCATION

MBA – Marketing (PGDM) | Indus Business School, Pune | 2017 – 2019

CERTIFICATIONS & RECOGNITION

Anthropic: Claude Code · Model Context Protocol (MCP) · Agent Skills · Subagents · Claude API · AI Fluency · Claude Cowork. **Google:** Google Ads · Google Analytics 4. **Open Source:** GitHub — claude-skills-marketers-dont-share (reusable marketing AI skills).