



Jagdeep Paul

Field Marketing Manager

CONTACT

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Profile

Accomplished Field Marketing Manager with expertise in enhancing market share through effective strategies, B2B marketing, and demand-generation initiatives. Focused on revenue growth, brand awareness, and project management, with strong communication skills effectively influencing stakeholders and Senior leadership. Throughout my career, I've demonstrated expertise in field marketing, strategic planning, event coordination, and cross-functional collaboration, all aimed at driving business growth and achieving marketing objectives.

Education

BA (Hons.) Business Management and Marketing – The Open University, 2021 – 2026 (part time study)

Master Digital Marketing – UdeMY, 2021

PRINCE2 Foundation & Practitioner Certification – The Knowledge Academy, 2019

References - (Upon request)

Experience

Mindtickle - Field Marketing Manager, EMEA
Nov 2022 – July 2024

Sonatype - Field Marketing Manager, EMEA
Mar 2020 – Oct 2022

Cloudera – Field Marketing, EMEA
Apr 2019 – Feb 2020

Instana – Field Marketing, EMEA
Jun 2016 – Mar 2019

Key responsibilities: In my career, I took on a range of responsibilities centred around field marketing and event management. I developed and executed comprehensive regional field marketing plans to grow the customer base and acquire new logos across the EMEA region. By utilising diverse marketing strategies and tools, I created omnichannel programmes aligned with growth objectives.

I orchestrated and executed a variety of events, including field events, customer engagements, industry gatherings, webinars, and local email/digital Campaigns. Collaborating closely with the regional sales team and Cross-functional units—such as marketing operations, product, content marketing, creative, and the BDR team—was crucial for strategic planning and execution. This teamwork helped achieve business objectives through customer engagement, demand generation, and pipeline acceleration.

Managing and implementing regional Account-Based Marketing (ABM) plans was another key responsibility of mine. I worked with stakeholders to localise marketing campaigns and foster relationships with vendors, industry associations, and third-party entities. I used performance metrics to measure programme effectiveness and optimised budgets and resources to meet awareness and revenue goals.

My roles also involved managing budgets, creating campaign calendars, and overseeing the logistics and execution of all scheduled events and campaigns. I contributed to shaping event themes, collaborated with external vendors, and supervised fulfilment and inventory levels. Additionally, I managed event staffing and coordinated the planning and execution of company events like Tradeshows, sponsorships, webinars, and proprietary events.

Supporting lead generation activities and tracking and analysing marketing Data were also part of my responsibilities. I created ABM campaigns to support strategic accounts, collaborated on sponsorships and go-to-market execution plans, and maintained direct alignment with the sales team. Evaluating the impact and ROI of regional campaigns helped me determine their success and forecast potential future investments.