📱 408-368-7295   ✉ me@rbhullar.com   🖥 www.rbhullar.com   **RAJ** BHULLAR

EDUCATION

- B.S. in Advertising - San Jose State University, 2011
- M.B.A. in Marketing & Media - Manipal University, 2013
- Cybersecurity Cert. - UC Berkeley, 2021

I'm a technical product marketing, communication, and campaign management professional with over 13 years of experience within the tech industry (SaaS & PaaS). My experience extends through multi-lingual, multi-cultural and cross-functional teams worldwide from small-medium businesses to large corporations. I've established best-practices, structures and managed internal / external global campaigns, managed relationships with clients, vendors and business stakeholders, while working closely with Directors, VPs & C-Level Executives.

EXPERIENCE

BestBuy - Hisense Home Theatre Specialist - *Westerville, OH | Oct 2025 - Current | B2C role*
- Meet monthly and quarterly sales goals through set PMR's for Hisense Home Theatres retail program
- Implement key marketing and sales strategies to upsell / cross-sell Hisense TV's and Soundbars with BestBuy product / services.

MarCadence - Lead Marketing Consultant - *Remote | May 2024 - Current | B2B role*
- I provide Marketing, Communication, Branding and Business strategy consulting services to small-medium businesses.
  - Create marketing materials (One-pager, Brochures, Datasheets, Battle cards, White Papers, short form & long form videos)
  - Provide market research to help clients understand their buyer persona and help move through their product lifecycle
  - Product marketing: Build data-driven marketing strategies, marketing campaigns and social media content to meet KPI targets.

Vertiv- Global Portfolio Marketing Manager - *Columbus, OH | Aug 2024 – May 2025 | B2B role*
- Lead product positioning, competitive analysis, event management and market trend insights to drive business growth.
- Managed marketing materials such as data sheets, brochures, white papers, etc. for campaigns and tradeshow events.
- Collaborated with Sales, Engineers to develop go-to-market strategies for stakeholders. Promising 8-11% in conversions for Q4 2024.

Samsung (Ektello) - Product Marketing Manager - *Jersey City, NJ | May 2023 - Feb 2024 | B2C role*
- Led marketing campaigns around AI integration with Samsung's FRAME TV's, leading to an increase of 27% in sales for Q4 2023.
- Strategized product pricing, forecast management, sales and inventory oversight while maintaining client relationships.

Juniper Networks - Product Marketing Manager - *Remote | Apr 2021 - Jan 2023 | B2B role*
- Lead go-to-market strategies for Juniper's security and AI offerings, such as SRX Gateways, ATP Cloud and Marvis AI.
- Managed EOL/EOS programs to guide customers towards better solutions & implementations. Maintained 20% retention Q4 22'
- Translate complex technical features into simplified vertical-specific marketing assets. 12% increase in downloads Q2 2022.
- Demo'ed product capabilities to clients & stakeholders through interactive platforms such as live webinars and digital exercises

ServiceNow - Sr. Communication Manager (IT) - *Santa Clara, CA | Nov 2017 - Apr 2019 | B2B role*
- Managed both internal /external announcements and acquisition campaigns, by utilizing product lifecycle methodologies
- Adopted platforms: Facebook Workplace, Zoom and Slack for a unified Intranet. Increased email Open rate and CTR by 40%.
- Aligned with branding to create multi-platform synchronized templates with best practices to manage and launch IT Comm's.
- Improved internal / external global campaigns by 30% with new structure, leading to improved client & stakeholder relations.

Google (Artech) - Marketing Manager - *Mountain View, CA | Oct 2015 - Jul 2017 | B2B role*
- Oversaw multiple project implementations focused on SaaS and PaaS offerings catered towards the SMB market.
- Implemented Agile and Kanban methodologies to push Google's AI product and service features, while managing bug reports.
- Executed global brand promotional campaigns via Google Play Store and specialized in asset management with internal tools.
- Led B2B marketing initiatives for SMBs and developed UI design for Google Partners' SMB platforms.

Mobinar - Product Marketing Manager - *Fremont, CA | Jan 2015 - Oct 2015 | B2B role*
- Created and managed marketing materials (One-pagers, PPT, Call Scripts, Tutorial videos) related to Big Data Analytics.
- Hosted live webinars and fostered partnerships with Salesforce CRM, while measuring KPI's such as CTR, STR and Retention.
- Managed the company's website, including landing pages and overall UI UX for app. Executed cross-sell and up-sell strategies.

Sacred Heart - Communication Manager - *San Jose, CA | Aug 2013 - Jan 2015 | Non-profit*
- Utilized WordPress SEO & Hootsuite to enhance digital web-presence, rally community support and maintain vendor relations.
- Managed web content to improve SEO traffic and managed social media campaigns showcasing the impact of Sacred Heart.

Whistling Woods TV - Product Marketing Manager - *Mumbai, India | Jan 2012 - Jul 2013 | B2B role*
- Created campaigns that aligned with Whistling woods vision. Oversaw production of audio/video assets for product launch.
- Managed interactions with 3rd party vendor's and business stakeholders. Was primary point-of-contact for everything MarCom.

San Jose State ADTeam - PR & Marketing Lead - *San Jose, CA | Jan 2010 - Aug 2011 | B2C role*
- Launched the "New look" campaign, successfully boosting memberships by 17%.
- Key strategies: SWOT analysis, leading to the USP of a mobile app featuring activity logs, contributing to campaign success.

SKILLS

Business: • Tableau • Google Suite • SQL • Microsoft suite • Jira • ServiceNow • SharePoint • MindTickle • Smartsheet • Wrike
Marketing: • Google AdWords & Analytics • Hootsuite • Marketo • Salesforce CRM • Eloqua • Active Campaign • HubSpot • On24
Creative: • Adobe: Photoshop, In-Design, Illustrator, Lightroom, Premiere • Camtasia • Final Cut Pro • Logic Pro X
Technical: • Python • HTML / CSS • Ansible • Wireshark • Splunk • Linux • JavaScript
Collaborative: • Cisco: Webex / Jabber • Zoom • Slack • Google Meet • FB Workplace • Microsoft Teams

INTERESTS • Building PC's • Gaming • Nutrition • MMA kickboxing / Jiu-Jitsu • Traveling • Reading tech • Coding • Cars / Motorcycles