

JERIN CHERIAN

Marketing & Growth Lead | B2B Demand Generation · Team Building · Marketing Systems

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PROFESSIONAL SUMMARY

Marketing and growth lead with 7+ years across demand generation, business development, and team building. Went from the first marketing hire to leading a 7-person team in about a year for a US-based group, running full-funnel growth across a portfolio of B2B SaaS and services brands. Comfortable owning both strategy and hands-on execution: campaigns in HubSpot, Mailchimp, Brevo and Google Ads, SEO, lead sourcing, and the SOPs and hiring that let it scale. Focused on numbers that matter: a home-care SaaS client base that grew from 4 to 72, a clinic adding 10–12 patients a week, and ERP wins against legacy SAP and more.

CORE SKILLS

Growth & Demand Gen: Full-funnel B2B demand generation · Lead generation · Email marketing & nurture · Paid acquisition (Google Ads) · SEO & website · B2B and B2C outreach

Leadership: Team building & hiring · Coaching & onboarding · SOPs & process design · Remote / async team management

Marketing Tech: HubSpot · Mailchimp · Google Ads · ZoomInfo · WordPress · Web Development

Strategy & Stakeholders: Funnel optimization · Client relationship management · Cross-functional delivery

Domains: B2B SaaS · Home-care & healthcare software · Medical billing · ERP · Primary care · Senior living · Accounting

EXPERIENCE

Marketing & Growth Lead, Apla Solutions

Feb 2024 – May 2026

Remote — US-based parent group with operating companies across the US, Canada, and UAE

- Joined as the first hire into a brand-new marketing function and built it from the ground up, growing it into a 7-person team within about a year as results came in.
- Ran full-funnel demand generation across the group's portfolio of B2B SaaS and services companies: built WordPress sites, ran email and nurture campaigns in HubSpot and Mailchimp, and drove paid acquisition through Google Ads.
- **AuxoCare** (Home-care SaaS, the group's flagship product): owned email demand generation in HubSpot and sourced leads through ZoomInfo; helped grow the client base from 4 to 72 home-care agencies (combined group effort) by March 2026.
- **MyMediRides** (Non-emergency medical transport): paired Google Ads B2C campaigns with B2B prospecting to win 12+ hospitals across the AdventHealth network, plus assisted-living and hospital accounts.
- **Caring Hearts Clinic** (Primary care): built patient acquisition from zero and consistently brought in 10–12 new patients a week.
- Won and grew B2B and B2C accounts across other group brands: NexusCore ERP (Mailchimp campaigns that took oil and electronics clients off legacy SAP), Assisting Hands home care (Pasco, Pinellas, Boca Raton), ElderClub, Apla Billing, Life Choice Institute, and Delta Fingerprinting etc.
- Hired, onboarded, and coached the team (a WordPress developer, email marketer, Google Ads specialist, graphic designers, and video editors) and wrote the SOPs and processes that kept campaign quality consistent across every brand.

Senior Associate, IT Operations, ICICI Bank (I Process Services India Pvt. Ltd)

Jun 2022 – Jun 2024

Kochi, Kerala, India · On-site

- Gathered requirements from banking teams and clients for lending products and relayed them to the core IT team for implementation on the Finacle core-banking platform, turning operational needs into system improvements.

Junior Web Developer, IDO Designs

Feb 2019 – Mar 2022

Kochi, India · On-site

- Built and maintained client websites on WordPress with front-end work in HTML, CSS, and Bootstrap; gathered requirements from clients and shipped projects on time.

EDUCATION

B.Sc. Physics, Government College, Kottayam

2015 – 2018

Higher Secondary (Computer Science), St. Jerome's HSS, Kattappana

2014