

PEARL DRIVER

MARKETING EXECUTIVE DELIVERING COMMUNITY-LEVEL GROWTH AT SCALE | B2C + B2B LEADER | EXPERT IN LOCAL ACTIVATION, MARKETPLACE GTM, AND FULL-FUNNEL DEMAND

CONTACT

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PROFILE SUMMARY

Marketing executive with 13+ years leading global, multi-market B2C and B2B growth across marketplaces, SaaS, consumer, and AI-driven platform businesses. Expert in global brand strategy, GTM planning, demand generation, digital transformation, and customer lifecycle growth. Proven track record scaling teams, building marketing operating systems, and driving measurable revenue impact through data-driven decision-making and cross-functional leadership. Known for leading brand modernization, platform launches, and multi-country activation, blending creative storytelling with analytical rigor to deliver enterprise-level business outcomes.

SKILLS

- Global Marketing Strategy
- Brand Development & Architecture
- Integrated Marketing
- Full-Funnel Demand Generation
- Performance + Growth Marketing
- International GTM Strategy
- Marketplace & Platform Marketing
- Product Marketing & Monetization
- Customer Acquisition & Retention
- CRM & Lifecycle Marketing
- ABM & Paid Media
- Marketing Technology & Automation
- Revenue Forecasting & Pipeline Acceleration
- P&L Ownership
- Cross-Functional Leadership
- Organizational Design
- Marketing Analytics & Insights
- Executive Stakeholder Communication
- Creative Strategy & Storytelling
- Multi-Market Localization Strategies
- Agency Management

WORK EXPERIENCE

Monarch / MonarchOne.ai Sr. Director, Marketing

Nov 2024–Nov 2025

- Spearheaded **global marketing strategy** and commercialization for MonarchOne's transformation from a hardware OEM to a **software-enabled, AI-powered platform**, including full brand architecture, product positioning, and messaging.
- Delivered **26.5% pipeline growth (Q1→Q2 2025)** and **150% YoY vertical expansion**, strengthening GTM velocity for the Autodrive launch.
- Led **full-funnel growth**, owning lifecycle/CRM, digital, email, paid, in-app engagement, and retention initiatives across multiple customer segments.
- Built **OEM co-marketing frameworks**, partner enablement, and field activation programs supporting international scaling.
- Owned **marketing operations, budgeting, forecasting, analytics, and cross-functional alignment** with Product, Sales, and Ops.
- Recruited, developed, and led a **multi-disciplinary global marketing team**, establishing processes, KPIs, and an integrated operating rhythm.

Zinus Director, Marketing U.S.

Mar 2022–Nov 2024

- Directed **end-to-end U.S. brand, digital, performance, and integrated marketing**, managing a **\$20M P&L** across demand gen, paid media, ecommerce, retail, PR, and content.
- Drove **30%+ marketing-attributed revenue** across Amazon, Walmart, Wayfair, Target, Home Depot through optimized full-funnel campaigns and performance media.
- Established a **global Performance Marketing Center of Excellence**, improving global efficiency, marketing operations, and creative scaling.
- Led **brand modernization**, CX enhancement, and storytelling strategies that contributed to **120K+ reviews (4.4 stars)**.
- Partnered closely with **Global Product, Merchandising, Retail, and Analytics** teams to shape GTM plans, product narratives, and marketplace strategy.
- Managed agencies, creative partners, and in-house teams across multiple time zones.

EDUCATION

- LL.B., Government Law College, Mumbai
- B.Sc., Life Sciences — St. Xavier's College, Mumbai
- PG Diploma, Journalism & Mass Communication

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Marathi: Intermediate

WORK EXPERIENCE

Fremont Bank

May 2021–Mar 2022

Senior Brand & Content Marketing Manager

- Led **brand strategy, content governance, and integrated marketing** initiatives to increase digital banking adoption and customer engagement.
- Developed **multi-channel campaigns** across mobile, digital, email, ATM messaging, and event activations.
- Created **education-first content strategy** supporting “bank, borrow, invest” pillars and community brand positioning.
- Built structured content operations used across departments, improving consistency and efficiency.

Zinus

Oct 2018–Apr 2021

Senior Marketing Manager (promoted from Content Marketing role)

- Promoted to lead U.S. marketing, evolving from hands-on content creation into **owning strategic, integrated campaigns** that strengthened brand presence and supported revenue growth.
- Directed day-to-day **content operations** and developed **multi-channel creative** across digital, social, email, landing pages, and OOH to increase engagement and conversion.
- Partnered with **Sales and Product** to shape messaging, create GTM collateral, and support deal velocity through targeted tools and executive-ready presentations.
- Improved social media visibility and brand reputation through **performance-focused storytelling** and coordinated execution with agency partners.
- Drove **competitive, consumer, and market insights** into product narratives and marketing plans, presenting strategies and results to align cross-functional teams.
- Mentored junior team members and strengthened collaboration across creative, product, and channel teams to elevate quality and campaign impact.

Frog Hollow Farm

Jun 2013–Oct 2018

Director of Marketing (DTC General Manager)

- Owned **full P&L** for high-growth DTC ecommerce business; achieved **200% revenue growth** and sustained profitability.
- Directed **end-to-end ecommerce, digital, content, merchandising, paid, and retention strategy**.
- Led **customer segmentation, analytics, KPI reporting, and forecasting** to inform long-term growth plans.
- Built brand credibility via in-house creative, photography, and storytelling content.

ADDITIONAL KEYWORDS (ATS)

Global marketing strategy, brand governance, integrated communications, global campaign management, omnichannel activation, international expansion, segmentation, positioning, leadership development, GTM planning, PLG, enterprise growth, SaaS marketing, AI marketing, CX strategy.
