



<https://kimberleysuaresbizconsults.com/>

PROFILE

A Skilled Professional & Business Consultant with over **9 years** of cross-functional experience in **Research and Digital Strategy across the Equity, Fintech, and Consumer Industries.**

Proven track record in **leading ad hoc projects spanning Investment & Digital Marketing Research, Strategy Development, Marketing Analytics, and Lead Generation.** Adept at delivering actionable insights and driving growth through innovative and data-driven solutions.

Strong **operations professional** with the ability to identify problems, propose creative solutions and execute them successfully.

My biggest strengths are my interpersonal skills, hard work and sincerity which have helped me in delivering results.

View My Portfolio – [KS Portfolio](#)

KIMBERLEY SUARES

MBA - International Executive Master's in Business Administration – SDA Bocconi
October (2019) – July (2021)

PG Diploma Certification Program - UAL: London College of Fashion
January (2015) – August (2015)
Fashion design, Draping (Couture Designing), Business Ethics, Trends Forecasting, Sewing, Colour Psychology.

Diploma in Computer Management & Accounts – Stenodac Institute (Goa)
September (2011) – February (2012)

Degree in BA (History & Sociology) – University of Mumbai
June (2006) – March (2011)

- **Awarded a Scholarship in History**
 - Recognized for **outstanding academic excellence** by scoring the **highest marks** and achieving the **top position** in the subject.

WORK EXPERIENCE

Kimberley Suares Business Consultants – *Strategic Research & Digital Marketing Consultant*
April 2023 – Till date
Helping CXOs Scale Growth Without Expanding Teams | Where Creativity Meets Impact

Empowering businesses and HNIs with data-driven research, digital innovation, and actionable insights to accelerate growth and create lasting value.

Key Roles & Contributions:

- **Research Specialist – Ad Hoc Projects**
 - Delivered tailored research and in-depth analysis under tight timelines for CXOs and investors.
 - Produced actionable recommendations, enabling informed strategic decisions across diverse industries.
- **Digital Marketing Professional**
 - Developed and executed end-to-end digital marketing strategies to enhance online visibility, brand engagement, and lead generation.
 - Combined creative content development with performance marketing and analytics.
- **Podcasts & Webinars**
 - Planned, produced, and promoted executive-level podcasts and webinars.
 - Managed guest outreach, scripting, technical setup, and multi-format content repurposing (blogs, social media, infographics).
- **Email Marketing**
 - Designed and managed compliant email campaigns via Mailchimp, HubSpot, and ActiveCampaign.
 - Drove list segmentation, template optimization, and performance reporting to improve engagement metrics.
- **Website Design & Development**
 - Oversaw website strategy, development, and maintenance with focus on UX, SEO, and conversion optimization.
 - Analyzed user behavior to drive continuous improvement.

Recent Project Highlights:

- **Strategic Research & Investment Analysis for US-based HNI**
 - Conducting comprehensive equity and market research to identify opportunities and mitigate risks.
 - Developing investment reports and presented actionable insights to the Managing Director.
 - Managing digital marketing and content strategy to support brand positioning and investor relations.
 - Providing strategic oversight for two investment family offices in California and Japan, focusing on asset performance, rental yield optimization, and competitive benchmarking.

CORE COMPETENCIES

- ❖ Market & Equity Research
- ❖ Digital Strategy & Execution
- ❖ Investor Relations Support
- ❖ CXO Advisory & Reporting
- ❖ Content Marketing & Automation
- ❖ Website & UX Management

CERTIFICATIONS



Content, Advertising & Social IMC
Northwestern University
March 2023



Fundamentals Of Digital Marketing
March 2023



Project Management
Udemy
March 2019



WSET – Level 1 (93/100)
Wine & Spirit Education Trust
July 2018

The Pitchboard – US Based Fintech Company

(Associate VP – Marketing & Investment Research) December 2020 – March 2023

- **Equity Research & Investment Analysis:**
 - Monitored a coverage universe of public companies across **Consumer, Energy, Healthcare, REIT, and Fintech** sectors.
 - Tracked key industry trends, material news flows, earnings releases, investor presentations, and research, leveraging platforms such as **Capital IQ, Alphasense, Visible Alpha, Morgan Stanley, Bernstein, and HBS**.
 - Identified investment opportunities and potential risks, supporting data-backed decision-making.
 - Built and refined **financial models** through benchmarking and process analysis of target funds.
- **Digital Marketing & Content Strategy:**
 - Collaborated with the Managing Director to develop **digital marketing and content strategies** for the **Japan Market**, specifically targeting real estate investing.
 - Managed **web strategy** for Pitchboard, leading website development and design, and establishing processes to maintain up-to-date blogging activities. **Increased traction of website visits** through **Podcasts & Webinars**.
 - Produced reports analyzing the performance of online marketing campaigns using tools like **Google Analytics, LinkedIn Sales Navigator, ActiveCampaign, HubSpot, and Zapier**.
- **Strategic Business Development:**
 - Conducted market research in the **US Market**, identifying corporate prospects across **Real Estate (RE), Private Equity (PE), Hedge Funds (HF), and Venture Capital (VC)** asset classes.
 - Created targeted prospect lists and executed email-based sales outreach to drive appointment setting and business development.
- **Marketing & Lead Generation:**
 - Directed marketing and lead generation efforts to position Pitchboard as a premier platform for attracting **Ultra-High-Net-Worth Individuals (UHNWI), High-Net-Worth Individuals (HNWIs)**, investors in various **Asset Classes**, and **ESG/impact funds**.
- **Research Leadership:**
 - Led the research function, conducting in-depth analysis on investing and finance topics and authoring thought-provoking pieces for a broad audience.
 - Provided competitive analysis for the **US and Japan** markets, identifying market gaps and opportunities.
- **Marketing Automation & Analytics:**
 - Streamlined marketing automation processes, producing performance reports to optimize campaigns and promotions. – **Emailers, Newsletters, Sales Navigator**

Apricot Media Pvt. Ltd. – The Lil Flea (Manager – Special Projects, Market Research & Client Servicing) October 2019 – December 2020

- **Big Data Analytics & Strategic Research**
 - Conducted **in-depth participant research and visitor feedback surveys** for **Mumbai & Delhi** markets to **drive business insights**.
 - Provided **data-driven strategic recommendations** to Directors for **business growth**.
- **Client Servicing & Merchandise Management**
 - Managed **end-to-end factory processes** for **The Lil Flea's home-grown fashion brands**.
 - Worked **cross-functionally** with Legal, Marketing, Operations, Client Servicing, Accounts, and Curation teams to achieve company objectives.
- **Performance Tracking & Analytics**
 - Analyzed the performance of online marketing campaigns and promotions using: **AI tools, Google Analytics, Survey Data**
 - Provided **actionable reports on campaign effectiveness and business impact**.
- **Financial & Operational Oversight**
 - Monitored work-in-progress reports, resolved accounting backlogs, and provided strategic resolutions to the Directors.
- **Project Management & Risk Mitigation**
 - Led **project management activities**, ensuring alignment with **project scope and schedules**.
 - Actively mitigated risks and provided status updates on Merchandise operations.
- **Content & Corporate Communications**
 - Developed content for The Lil Flea's **website, corporate brochures, and sponsorship decks**.
 - Created **B2B-focused materials** to enhance brand positioning and partnerships.
- **Executive Assistance & Daily Operations**
 - Supported the Directors in daily operational functions, streamlining business processes.

CONTACT

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EMAIL

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kimsuares19@gmail.com

HOBBIES

- ❖ Fashion Designing and Draping
- ❖ Personal Blog – Travel and Fashion
- ❖ Tennis

Sula Vineyards Pvt. Ltd. (Manager Executive Management Office)

March 2017 – August 2019

➤ Strategic Business Analysis:

- Directed comprehensive business analysis, ensuring adherence to internal quality standards and delivering actionable insights across **Sales, Distribution, Marketing, New Product Development (NPD)**, and **Sustainability** projects.
- Compiled, analyzed, and presented management reports to support strategic decision-making.

➤ Project Leadership & Market Research:

- Led market research, corporate communications, and strategic initiatives to drive business intelligence and competitive advantage.
- Conducted **Competition Benchmarking Studies** with a focus on:
 - **Pricing Strategies**
 - **Product Benchmarking**
 - **Competitor Deep-Dive Analyses**

➤ Business Intelligence & Strategy:

- Collaborated with the Head of Strategy to manage business intelligence projects, enabling data-driven decision-making.
- Delivered high-level reports, communications, and presentations to support organizational strategy.

➤ Corporate Communications:

- Developed a variety of communications and promotional materials, including **e-newsletters, company newsletters, CEO newsletters, brochures, corporate presentations, speeches, news releases**, and other marketing collaterals.

➤ Project Management:

- Defined project scope, milestones, and deliverables, ensuring successful execution.
- Conducted market visits and prepared in-depth analyses to inform strategic initiatives.

➤ Executive Support:

- Prepared and delivered **Minutes of Meetings (MOMs)** and presentations for the CEO and COO, supporting executive-level decision-making.
- Built strong internal partnerships across business units to align internal and external communication strategies.

Nazara Technologies Pvt. Ltd. (Assistant to the Chairman and Managing Director) October 2015 – December 2016

➤ Project Management: Directed multiple projects assigned by the Chairman, encompassing diverse business lines, community initiatives, and personal interests, ensuring seamless coordination of interrelated activities and relationships.

➤ Executed high-impact projects, including website creation, content optimization, and **Google search ranking improvements successfully.**



➤ Digital Strategy:

- **Strategized and developed a personal website/blog for the Chairman**, achieving **improved search engine rankings**.
- **Leveraged Google Analytics to monitor website traffic**, analyze visitor behavior, and **enhance engagement through effective content management**.
- Consistently created and updated content to maintain website relevance and attract a growing audience.

➤ Marketing & Branding:

- **Implemented marketing strategies** for the Chairman's sister concern vertical, collaborating closely with his team to achieve brand objectives.
- **Designed creative campaigns, managed social media marketing**, and proofread the Chairman's book series. Coordinated with top industry brands for the promotion of upcoming books.

➤ Media Management:

- **Managed the Chairman's online presence across platforms**, including the website, Facebook page, LinkedIn, and Twitter, ensuring consistent branding and audience engagement.

HSBC (Executive Assistant to the MD & Head of Global Banking Finance India and MD & Head of Global markets India) September 2014 – December 2014

➤ Successfully managed responsibilities for two separate entities simultaneously, demonstrating exceptional multitasking and organizational skills. (Contract)