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B2B SaaS marketing leader: four-brand portfolio, post-merger integration, distributed international team.

Profile

I lead B2B SaaS marketing across a four-brand portfolio, with a distributed international team spanning the Netherlands and Bulgaria, taking the group through a merger and into one consolidated MarTech stack. I build the infrastructure myself: 21 custom HubSpot modules and 30 templates run the group's inbound and lifecycle marketing. Behind that sits fifteen years across Asia, Australia and Europe: founder and CEO history, teams of 22 and 32 full-time staff, the full company P&L. One person who sets the direction and ships the thing.

Experience

ScreenCom Group, Stadskanaal

Head of Marketing | Dec 2023 – Present

- I lead marketing strategy and execution across four brands, TEOS, TDM Digital Signage, MagicInfo Services and VXT Services, plus SCG Partners. I lead a team of six marketers across the Netherlands and Bulgaria, reaching into Spain, with full budget and P&L responsibility and a EUR 2.5M pipeline.
- I led marketing through the May 2025 merger that formed ScreenCom Group: brand portfolio positioning, post-merger integration, stakeholder management and one consolidated MarTech stack.
- I run marketing operations on infrastructure I built myself: 21 custom HubSpot modules and 30 templates power the multi-brand email and lifecycle cadence, and I own the HubSpot CMS and CRM end to end.
- I built the lead capture system for our ISE Barcelona 2026 exhibition stand: badge scanning, OCR and live sync into HubSpot, feeding leads into the funnel.
- I designed the go-to-market for the MagicINFO end-of-sale and deployed its three-path migration framework across the SCG brand websites.
- I developed the 2026 marketing strategy and presented it to leadership, mapping campaigns to audience segments and pipeline targets.

Marketing Manager | Aug 2023 – Dec 2023

Marketing leadership for ScreenCom and MagicInfo Services pre-merger. I owned the HubSpot platform: automation, lead management and reporting. I worked the funnel with sales. Promoted to Head of Marketing within five months.

Tio Business School Hengelo

Lecturer in Digital Marketing | Oct 2023 – Jan 2026

Alongside the day role: bilingual lecturing in digital marketing. Ended January 2026.

LicenseQ, Remote

Marketing Manager | Apr 2022 – Aug 2023

- I was the entire marketing function for a B2B software company, working remotely across the full demand generation mix: social media, SEO, SEA, content and email.
- I ran the work on HubSpot, Salesforce and Marketo.

Ameera's Kitchen, Enschede, the Netherlands

Founder | Jul 2020 – Jul 2021

- I founded a homemade Malaysian meals business in the pandemic lockdowns rather than sit out a closed job market, running the full marketing stack on my own product: social media, content, SEO, SEA and email.

Altium B.V., Markelo

Business Development Representative | Oct 2018 – Jul 2019

- After relocating continents, I deliberately learned the European B2B market from inside the funnel: lead prospecting and qualification with Salesforce, Marketo, InsideView and LinkedIn Navigator.
- I planned and executed sales events, partnering with sales reps and field application engineers, working to quarterly and yearly pipeline quotas.

Jivana Asia, Kuala Lumpur

Founder | Dec 2015 – Jun 2017

- I founded Jivana Asia, a lifestyle brand spanning fashion, music, arts, travel and culture, hired and led 22 full-time staff and carried a second company P&L for nineteen months, in parallel with my CEO seat at Maretia.

Maretia Asia Sdn Bhd, Kuala Lumpur

Chief Executive Officer | Aug 2013 – Jun 2017

- I led the company as CEO for nearly four years: 32 people across three divisions, event organisation, festivals and artist management. I carried the company P&L and owned every hiring decision.
- I ran the business on HubSpot, Salesforce and Marketo, the same stack I build on today.

XYZ Networks, Australia

Talent & Creative Director | Jan 2010 – Dec 2011

I built XYZ's talent acquisition engine: candidate lead generation, recruiting metrics, forecasting and the job description library.

Freelance Consultancy, Kuala Lumpur

Freelance Consultant | Feb 2006 – Jun 2017

Side engagements across PR, communications, marketing, sponsorship and event management for international media houses, including the 1st Malaysia Competition Anti Law Conference. Interim Sponsorship & Marketing Director, major global energy-drink brand (under NDA).

Education

- University of South Australia, Bachelor of Psychological Science, 2009 – 2011
- HELP University College, Foundation in Arts, 2008 – 2009

Skills

- HubSpot (deep): CMS and CRM ownership, custom module development, template architecture, marketing automation, lifecycle and email marketing, lead management, reporting
- Marketing leadership: demand generation, inbound marketing, go-to-market, content strategy, marketing operations, funnel and conversion optimisation, stakeholder management, international multi-brand portfolios
- Salesforce, Marketo, Google Analytics, LinkedIn Navigator; AI agent systems built on documented marketing standards
- Languages: English and Punjabi (native or bilingual), Malay (full professional), Hindi and Bahasa Indonesia (working proficiency), Dutch (limited working)