Name:

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Professional Summary

Marketing lead with 6+ years of experience in building B2B lead pipeline and creating marketing campaigns for zero to 10 startups.

Core Expertise

Planning and executing full-funnel strategies (across organic and paid channels).

Market Exposure

Across India, US, UK, and the Middle East.

Currently

Building a new-gen marketing system at JobTwine that includes two teams—1) a team of human marketers and 2) an agentic team that supports team 1.

My values

- Quality obsession
- Discipline
- Daringness
- Pragmatism

Core Competencies

- Growth Marketing Strategy
- B2B Demand Generation
- Lead Generation
- Content Marketing and SEO
- Pipeline Development for Sales
- Brand Positioning
- Team Leadership and OKR Management
- Marketing Funnel Optimisation
- Email Marketing
- Paid Advertising (Google, Meta, LinkedIn)
- Account-Based Marketing (ABM)
- Marketing Analytics and Reporting
- AI-augmented Content Workflows
- Stakeholder and Agency Management

Professional Experience

Director, Marketing | JobTwine

Hybrid, May 2026–present

JobTwine is an AI interview and hiring automation project.

Founding marketer responsible for building the marketing operations and channels for inbound queries. Full ownership for setting up the brand voice and the direction of the company's standing in the market.

Automating multiple marketing operations via Claude, Semrush, Google Analytics, and Slack native agents to keep the team lean, while staying competitive.

- Direct reports: 2
- Target Regions: USA and India

Wins and Achievements

- Three high ticket inbound leads in the first two months of joining from website revamp and marketing channel activation
    - AMD, Browser Stack, and Crimson Interactive
- Revamped the entire website within a span of two weeks with a fresh branding, smoother interactions, and better readability. Migrated the entire website to Framer with zero downtime.

- Increase visibility in AI tool rankings from 0.94% to 3.61% in two months. AI visibility improved from 4 to 14 in two months. It usually takes 6 months to rank. Industry average is 17. Getting there.
- 50 keywords now in the first page of Google. In May only branded keywords were ranking on the first page.
- Tripled CTR of domain by 3x from 1.5% to 3.6%.
- Bounce rate of websites reduced to 48% from 85%. Ensured visitors are staying more.
- Aligned all listings, social channels, and product information links in terms of the correct messaging

Currently working on

- Setting up podcasts and improving presence of the founder in social channels
- Planning for upcoming events in the US market that we can host and share
- Improving AEO rankings

Head of Growth Marketing | GeekyAnts

Work-from-office, Bengaluru, May 2022–April 2026

GeekyAnts is an AI transformation and implementation company with expertise in product development and design.

Built a funnel that generates 70 to 140 ICP-aligned organic leads per month.

Setup the branding foundation including tonal rules and content creation templates.

Grew the marketing team from four to a 16 members that included content writers, graphic designes, website developers, UX designers, social media executive, growth marketing specialists, video editors and producers, SEO specialists, and event managers.

- Direct reports: 4 to 12
- Regions focussed: India, USA, UK, Dubai, Australia, and Singapore.

Wins and Achievements

- 120 high-quality Fintech enterprise leads from one conference, thegeekconf 2025. Leads data were sourced through Apollo.io and brought to the conference via cold calling. No advertisement spend on event promotion. Event page
- Notable logs that attended: JP Morgan, Wells Fargo, Morgan Stanley, American Express, IBM, and Finastra.
- Grew monthly SQL count from 20 to a consistent 70–140 per month over 3.5 years by leading the end-to-end demand generation strategy, content production, and multi-channel pipeline development across the marketing team
- Generated a first-in-company history lead count of 181 SQLs in October 2024. Sources were a combination of contacts from attending GITEX GLOBAL Dubai , a full-funnel LinkedIn advertising campaign, and a blog content overhaul initiated in June 2024 that began compounding organic leads within four months.

- Led the CRM migration from an internal system to HubSpot in July 2022 and subsequently to Zoho in 2023. Oversaw both transitions end-to-end and ensured zero data loss.
- Reduced website content production time from 20 days to 4 days through a redesigned end-to-end Jira workflow that reduces cross-team confusion and follow ups
- Improved user sentiment towards the brand's products on Twitter and LinkedIn by 184%. Achieved through concerted actions using social listening tool Mentions.
- Represented GeekyAnts at Global Fintech Fest 2025 and Singapore Fintech Fest 2025, expanding enterprise visibility in the fintech vertical and acquiring leads from SBI, HDFC, and Motilal Oswal.

Roles and Responsibilities

- Owned full-funnel demand generation strategy across LinkedIn, YouTube, Instagram, Twitter, and Reddit
- Led content strategy and production across blogs, ebooks, email campaigns, and sales support assets
- Developed the GeekyAnts Tone Book and Content and SEO Checklist, standardising brand voice and editorial quality across a 16-person team
- Managed external lead generation partnerships with media houses in India and the US
- Led CRM migrations from internal system to HubSpot (2022) and Zoho (2023), ensuring zero data loss and pipeline continuity throughout

Content Marketer | Leena AI

Remote, February 2022–December 2022

Leena AI is an agentic Agentic AI platform with pre-built AI Colleagues for the back-office.

- Created SEO-optimised blog content for the HR Service Delivery vertical.
- Owned copywriting process for webinars and email campaigns
- Coordinated ebook and case-study production with cross-functional stakeholders

Senior Content Specialist | Experienzing

Work-from-office, Chennai, April 2020–January 2022

Experienzing is a boutique content-driven digital marketing company.

Clients handled

- B2B: Alldigi Tech (formerly called Allsec Technologies), HEAL
- B2C: Alserv, The Ever Last, By Hand from the Heart, Azure

Wins and Achievements

- Allsec Technologies
    - Increased SQL count for Allsec Technologies from 10 to 150 per month through a revamp of their marketing funnel.

    - Generated 180 SQLs via a content syndication campaign
- Alserv
    - Grew Alserv Assisted Living's subscriber base by 35% in 12 months through a combined organic and paid marketing strategy
    - Increased social media following by 10x
- Heal Software
    - Increased LinkedIn followers by 118% and engagement by 95% through thought leadership content and employee outreach programs

Responsibilities

- Managed content strategy and paid advertising across LinkedIn, Facebook, Instagram, Twitter, and Google for a portfolio of B2B and B2C clients
- Led external partnerships and content syndication programs for enterprise lead generation
- Produced monthly and quarterly performance reports with campaign analysis for client stakeholders

Digital Marketing Writer | Valued Epistemics Pvt. Ltd.

Chennai, July 2019–April 2020

Valued Epistemics is the parent company of AdmitEdge (formerly called GREedge), a study-abroad consultancy that provides admission assistance and courses for the GRE and IELTS.

Wins and Achievements

- Improved email open rates by 80% and registration rates by 160% within one month. Achieved by overhauling the campaign strategy as part of a three-person team
- Generated 50,000 registrations across four online admissions marathon events
- Improved marketing ROI by 50% from existing baseline through seasonal sales campaigns.

Responsibilities

- Content and copywriting for all digital channels (social media platforms, email, webinars, presentations, paid campaigns, and reports)

Tools and Platforms

- **Advertising:** Google Ads, Facebook Business Manager, LinkedIn Campaign Manager
- **SEO, GEO, AEO:** Google Tag Manager, Google Analytics, Google Search Console, ahrefs, Screaming Frog, SEMRush, Hotjar
- **Email marketing:** HubSpot, Mailchimp, ActiveCampaign, Brevo, Zoho Campaigns

- **CRM and Sales:** HubSpot CRM, Zoho CRM, Salesforce
- **Product and Service Listing:** Product Hunt, Capterra, Clutch, Trustpilot, G2
- **Analytics and surveys:** Zoho Analytics, Zoho Survey, Google Forms, Typeform
- **Prospecting and lead insight:** Apollo, Zoominfo, Lusha
- **Content distribution:** Medium, hashnode, Dev.to
- **Social Media:** LinkedIn, Reddit, Discord, X, Instagram
- **User Listening:** Mention, Zoho SalesIQ
- **Design:** Canva, Figma, Framer
- **Collaboration:** Notion, Jira, Confluence, Trello
- **Gen AI Tools:** Claude, Google AI Studio, Gemini, ChatGPT
- **Currently learning and exploring:** n8n, Zapier, StackAI, ElevenLabs, Lindy

Industry Experience

Fintech and financial services, developer tools and open source, human resources technology, ed-tech, senior care and assisted living, customer experience and service delivery, AI implementation and enterprise automation

Consultation & Freelancing

AISTS INDIA

- Lead generation through Google Search Ads and Meta Ads
- Organic social media strategy and campaigns
- Each batch has a target conversion count to hit

Prisha Policy

- Content writing for blogs
- Website content for revamp

AdPush

- Optimization of existing blogs with SEO keywords
- Content rewrite of old blogs

MyCaptain

- Tutoring of those enrolled in digital marketing courses
- Evaluation of course assignments

Yocket

- Content writing and strategy for quarter-based campaigns
- Social media content writing

UvoCorp

- Academic paper writing
- Mentoring of new authors for Level 1 acceptance

Education

Bachelor of Technology, Mechanical Engineering | National Institute of Technology Manipur

Imphal, May 2015–May 2019

Research Paper: Ningthoujam, Rakesh Singh, et al. Base Transesterification of Ineffectual Soybean Oil Using Lab Scale Synthesized CaO Catalyst. Advances in Applied Mechanical Engineering, Springer, 2020.

Leadership and recognition

- First author, Lecture Notes in Mechanical Engineering, Springer
- Co-founder, Editor, and Designer, College Monthly Bulletin, NIT Manipur
- Branch Coordinator, Training and Placement Cell, NIT Manipur
- Branch Coordinator, Kalam Literary Club, NIT Manipur