

PREETHA M

Product Marketing Manager | Content-Led Growth | Demand Gen

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ABOUT ME

Growth-focused Product Marketing Manager with 4+ years of experience driving content-led growth, demand generation, positioning, and GTM strategy in early-stage start-ups. Proven expertise in SEO optimisation, landing page conversions, and email marketing to accelerate pipeline growth.

WORK EXPERIENCE

Product Marketing Specialist - LiitleHugs (part-time)

4/2025 - present

- Positioning, messaging, sales enablement for a pre PMF startup.

Product Marketing Manager - Illumine Pvt Labs Ltd

2/2024-11/2024

- Worked closely with founders as a **T-shaped marketer, driving content-led growth**. Led a full **website revamp with a U.S. market-focused positioning**.
- Doubled organic MQLs in 3 months** through conversion-optimised lead magnets & newsletters.
- Tripled web traffic from 14k to 60k+**, in 6 months by writing new SEO-optimised blogs, revamping older blogs and repurposing them.
- Boosted conversions by 83% in 1 month** with revised messaging on ads and landing pages.
- Achieved an average SERP position of 6 and a 5.9% CTR for blogs**.
- Created engaging **product video scripts that increased viewership by 3633.33%**.
- Produced 10+ marketing and sales enablement assets (one-pagers, product decks, webinars, guides & release notes).

Professional Development

4/2023 -1/2024

- Studied UX design & product management (at IIT Roorkee) to improve content strategy, assess product viability, and align marketing with business goals.

Content Writer - Headout

2/2021 -3/2023

- Worked on **70+ blogs in a year**, later expanded into product collection content and microsites.
- Improved page-one SERP rankings by 82%** in 2022 through SEO optimisation.
- Generated \$874.21K GBV in one month for Dubai attractions** through last touch content assets.
- Created various content formats—blogs, guides, product pages, website copy, notifications, emails, microbrand assets, YouTube content, and social media for 8+ top global cities.

Inside Sales Associate - Qshala

9/2020 -1/2021

Social Media Associate - Automatad

9/2019-12/2019

EDUCATION

INDIAN INSTITUTE OF TECHNOLOGY, ROORKEE

PCP - Product Management

2023-2024

MOUNT CARMEL COLLEGE, BANGALORE

B.COM

2016-2019

CORE SKILLS

- Product Positioning & Messaging
- Marketing Analytics
- Sales Enablement
- Content Marketing
- Email Marketing
- Video Scripts
- Lead Generation
- Market Research
- Storytelling

TOOLS

- Google Analytics
- CMS tools
- Google Search Console
- Figma/Miro
- Hubspot
- Video Editing