

About five years in growth and product marketing. Learned go-to-market on Google Pixel launches in India. Now builds AI-powered growth systems at Convai: AEO, technical SEO, video, outbound and automation. Open to remote roles, or hybrid in Mumbai, Delhi or Hyderabad.

Experience

Convai, Marketing Associate, CEO's Office

May 2024 – present, Remote

- Grew YouTube from 2K to about 14K subscribers and 200K+ channel views. Lifted CTR from 4.5% to 8%+ with AI thumbnail testing.
- Built an answer engine optimization (AEO) system: AI citation score 0.14 to 0.75+, 4x AI citations, SERP impressions 4K to 15K.
- Led a technical SEO overhaul: 5x keyword rank gains on "AI characters" and "AI avatars", 3.5x organic traffic.
- Ran one organic AI-generated social campaign to 200K+ views across six platforms with \$0 spend. Produced 300+ videos overall.
- Built a cold outreach pipeline on Clay, Apify and LLMs. Reply rate from 2% to 4%+ with VP and CXO personas.
- Grew a Discourse community to 6K+ organic posts: about 70–80% fewer duplicate support tickets, +8pp organic traffic.
- Building an inbound lead pipeline with Claude that captures, enriches, replies, logs, assigns and nudges owners in Slack.

Google (Pixel), Marketing Apprentice, Devices & Services

Mar 2022 – Mar 2024, Gurgaon

- Part of the team behind 3x year-over-year market share growth and a 70% lift in brand awareness for Pixel in India, on a \$1M+ campaign budget.
- Managed \$1M+ in campaign POs and \$100K+ in inventory with 100% on-time delivery. Owned launch readiness.
- Owned the Flipkart and Google Store product pages, plus live-commerce messaging.
- Started an APAC and US leadership newsletter that other teams adopted.

Little Big Things LLC, Growth Marketing Associate

Aug 2021 – Jan 2022, Remote

- Ran multi-channel growth for VC-backed clients. Client retention hit 60%, 20 points above the industry average.
- Wrote SEO content and ran email campaigns in Mailchimp and Apollo that fed the sales pipeline.

Freelance, Copywriter (Upwork) and consultant

- 60+ articles for clients including Kidadl (UK) and Quantumrun (US).
- Consultant for 3ns Domains (UK).

Education

B.E. in Computer Engineering

Tools

Claude, ChatGPT, Gemini, ElevenLabs, Clay, Apify, Apollo, HubSpot, Mixpanel, Airtable, Notion, Miro, Google Sheets, Slack, Premiere Pro, Canva, Mailchimp, Discourse