

# Jeet Goyal

Mobile: 91 9004694123 | Email: [jeetgoyal44@gmail.com](mailto:jeetgoyal44@gmail.com)  
Linkedin: <https://www.linkedin.com/in/jeet-goyal-37b01a48/>

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## PROFESSIONAL SUMMARY

I am a Product marketing and product management leader with more than 8 years of experience in - Building and managing teams from scratch, Stakeholder management, Launching and scaling new products, Developing products as well as launching GTM for them, Market research and analysis with ROI and ROAS management,

Agile, data-driven, result-oriented, performance-driven, offering proven product development and growth, marketing growth, and GTM expertise.

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## SKILLS

- Product Marketing Strategy
- Market Analysis and Research
- Product Positioning and Messaging
- Campaign management
- Leadership and Team Management
- Content, SEO, and marketing tools
- Go to Market - GTM
- Sales and Partnership enablement

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## WORK EXPERIENCE

### **Snr Product Marketing Manager, Conversios (Tatvic Analytics)**

**(July 2022 – Present)**

*Conversios was part of Tatvic Analytics, which is a leading Marketing Analytics service and consulting company with core competencies in Website & Mobile App Analytics, Conversion Rate Optimization, and campaigns, as a full-stack Premier Google partner*

#### **Key Responsibilities**

- Spearheaded product marketing function at Conversios from scratch, Hired and led a team of five professionals, overseeing all marketing activities and initiatives.
- Set up and handled the product marketing function to facilitate GTM, product launches, and sales enablement.
- Managed digital marketing campaigns, including SEO, PPC advertising, social media, and email marketing, resulting in a more than 40 % increase in organic traffic and also lead generation.
- Executed multiple engagement programs like weekly newsletters, offers, resource center videos, etc to reduce the churn rate and increase MRR
- Shown growth of overall 23% in free and paid signups with paid marketing not extending the annual budget
- Led partnership initiatives by hiring evangelists to boost product adoption and also doing sales enablement.
- Worked on the website and other CRO activities, which impacted 5% of the overall conversion rate.
- Collaborated with different teams in the planning and crafting of result-driven go-to-market strategies and product roadmaps.

### **Product Manager, Paytm - One97**

**(June 2021 – July 2022)**

*Paytm is an Indian multinational financial technology company, that specializes in digital payments and financial services with its wide range of enterprise and app solutions*

#### **Key Responsibilities**

- Managed end-to-end product development lifecycle, prioritization, and value proposition, for Paytm enterprise solutions.
- Managed a portfolio of high-revenue clients such as Mondelez, L'Oréal, Asian paints, CEAT, and many more which helped the NPD team generate more than INR 25M in revenue.

- Skilled in writing product documentation such as PRD, BRDs, product notes, user stories, mockups, wireframes, Go to Market plans, and paid marketing strategies to communicate and align key components.
- Planning, monitoring, and optimizing marketing campaigns on LinkedIn, Google Ads, and Facebook ads to generate leads while maximizing CTR
- Able to generate ROAS of more than 40% and 33% more leads via paid campaigns.
- Created website and Landing pages for various new products, to generate leads via demand generation for SAAS products
- Track record of developing and executing comprehensive marketing plans to drive revenue growth and increase adoption for SAAS products.

### **Product and Marketing Manager, Gupshup**

**(Oct 2016 – March 2021)**

*Gupshup is the world's leading Conversational Messaging Platform that helps businesses engage with customers across 30+ messaging channels*

#### **Key Responsibilities**

- Managed and led a team of 10 consultants for smart messaging products for One Plus OEM as a partner via ML and AI models.
- Launched a product called Yellow Pages, which helped OEM partners better visualize their SMS inbox and improve their brand visualization for end customers.
- Launched the world's first chatbot platform and Crafted positioning, differentiators, value proposition, and messaging for the same
- The product had over **30000 developers building over 500000 chatbots** for enterprises
- Managed digital marketing campaigns, including PPC advertising, social media, email marketing, and content marketing for generating leads and drive conversions.
- Played a vital role in creating and implementing strategies to promote products, services, and brands through various types of events such as conferences, trade shows, product launches, and promotional activities.
- Have handled more than 500+ crowds via product evangelism in Bangalore, Delhi, Mumbai, and Hyderabad, generating more than 50+ enterprise leads.

### **Marketing Executive, SNA Technologies**

**(Feb 2016- Oct 2016)**

#### **Key Responsibilities**

- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and elevated sales numbers.
- Increased brand awareness by developing technical and non-technical marketing collateral and presentations, public relations campaigns, articles, and newsletters.
- Collaborated with developers, advertisers, and production managers to market products and services.

### **EDUCATION**

Master of Business Administration- MBA in Marketing  
ICFAI - IBS Hyderabad - Hyderabad, India

2014 - 16

Bachelor of Engineering – Information Technology  
University of Gujarat- Gujarat, India

2009 - 14

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### **OTHER ACHIEVEMENTS**

- Certified Scrum and Agile training
- Google Analytics certified
- Google Ads certified
- Certified Product Marketing Manager
- Certified in Digital Marketing master class
- Co-founder of "The Cover Project" - An NGO society in Mumbai, covering needy people from bashing rains and shelter - <https://shorturl.at/ipELW>