HEERAA ANANTHAN

SUMMARY

Growth-focused generalist and Computer Science graduate with hands-on experience across brand, content, and go-to-market execution in early-stage and fast-scaling environments. Currently leading growth and brand initiatives at IIM Bangalore, managing a 12-member team and driving large-scale campaigns, content engines, and events. Former founder with 0→1 experience in product storytelling and GTM, now intentionally building deep, on-the-ground experience in growth and product marketing.

EXPERIENCE

Team Lead – Growth, Outreach & Partnerships (BBA DBE) | IIM Bangalore (IIMB)
Oct 2024 – Present | Bangalore

- Designed and owned the programme's **external narrative and brand system from 0→1**, defining how diverse stakeholders (students, parents, faculty, alumni, partners) understand value, credibility, and intent.
- Built repeatable **content and distribution systems** across website, social, long-form content, interviews, and campaigns optimized for clarity, correctness, and long-term trust rather than short-term persuasion.
- Translated complex, evolving inputs from faculty and internal teams into **clear mental models**, explanations, and expectations for prospective users.
- Ran structured paid and organic experiments across Meta, Google, Snapchat, Spotify, and Pinterest, evaluating narratives through post-campaign analysis and documented trade-offs.
- Scaled reach **568% YoY**, driving **3.9M+ total views** with **77% organic engagement**, without compromising narrative coherence or accuracy.
- Conceptualized and executed **25+ online and 6+ offline brand-led events**, coordinating across creators, professors, and partners while maintaining tone and message integrity.
- Built and led a **12-member execution team**, creating playbooks, review loops, and quality standards to ensure consistency across all public-facing surfaces.
- Worked on ecosystem partnerships (incubators, creators, entrepreneurship kits) to extend reach into startup and creator communities while preserving brand trust.

Founder | Climacraft
Sep 2023 – Jun 2024

- Built a climate-tech product from inception, owning **product storytelling, positioning, and early GTM communication**.
- Designed MVP narratives that explicitly communicated **system behavior, constraints, and limitations**, enabling informed adoption.
- Achieved ~**30% reduction in water and energy usage** during pilot deployments through aligned product and narrative design.
- Semifinalist at **Startup India 4.0**, gaining exposure to early-stage pitching and real user feedback loops.
- Made the decision to shut down post-MVP, developing strong judgment around where early-stage narratives overpromise and how misaligned expectations create downstream trust failures.

Research Intern (Data & Strategy) | CSIR – Central Leather Research Institute
Jun 2023 – Oct 2023

- Built and evaluated forecasting models improving price prediction accuracy by ~15%.
- Analyzed trade volatility and logistics systems, working with noisy, imperfect data.
- Translated model outputs and technical analysis into **decision-oriented narratives** for non-technical stakeholders.

EDUCATION : Bachelor of Engineering, Computer Science - Anna University (2020 – 2024)

CORE SKILLS

- Social Media Strategy & Platform-Native Storytelling
- Internet Culture & Day-0 Trend Detection
- Content Distribution & Social Growth Systems
- Brand & Narrative Design
- Product-Led Growth (PLG) Systems
- Community-Led Growth & Engagement Loops
- Creator & Ecosystem Collaboration
- Mental Model, Onboarding & Expectation Design
- Experimentation, Post-Mortems & Trade-offs