

Contact

[www.linkedin.com/in/supratik-kundu \(LinkedIn\)](https://www.linkedin.com/in/supratik-kundu/)
[www.martiancrown.com \(Company\)](http://www.martiancrown.com)

Top Skills

Artificial Intelligence (AI)

LLM/Generative AI

Growth Hacking

Certifications

Adobe XD for Designers

Persuasive UX: Creating Credibility

Elearning Essentials: Storyboarding

Artificial Intelligence for Project Managers

Learning Excel: Data-Analysis

Supratik Kundu

AI Product Manager & Founder | Building Multi-Agent Systems for Marketing | 0->1 Product Strategy | GenAI, RAG & LLM Ops
Kolkata, West Bengal, India

Summary

I build AI-native products that drive revenue.

As a Founder and AI Product Manager, I bridge the gap between complex LLM capabilities and practical business results. My focus is on Marketing Automation—using multi-agent systems to solve the problem of lead generation and retention.

Core Scale:

Founder @ MartianCrown: Architecting autonomous portfolios using CrewAI/LangChain.

Ex-Growth PM @ Litifer: Scaled revenue 10x (\$50k → \$500k ARR) via product-led growth loops.

What I Bring:

System Design: Moving beyond "chatbots" to building decision-making agentic engines.

Technical Depth: Hands-on experience with RAG, Vector DBs, Python, and API integrations.

Product Strategy: Managing the full creation lifecycle from PRD to GTM.

Tech Stack: Python, OpenAI API, Anthropic Claude, LangChain, crewAI, HubSpot API, SQL.

Open to connecting with AI builders, founders, and product teams building the future of work.

Portfolio / Case Studies: MartianCrown.com/supratikpm

Experience

MartianCrown

Freelance Marketing Automation & AI Strategist

May 2025 - Present (10 months)

Next-Gen Automation: Architecting autonomous workflows and multi-agent systems (using CrewAI/LangChain) to automate complex business logic and content personalization.

WhatsApp Automations: Engineering advanced API connectors and behavior-based triggers for WhatsApp to drive retention and seamless user engagement.

AI Upskilling & RAG Implementation: Implementing Retrieval Augmented Generation (RAG) and Python scripting to hyper-personalize communications and modernize tech stacks.

Ad Scale: Utilizing data-driven strategies and API integrations to optimize and scale advertising operations and conversion funnels

Litifer

Growth Manager

August 2023 - March 2025 (1 year 8 months)

@PlayGPL

Product-Led Growth: Scaled brand revenue 10x (\$50k to \$500k ARR) by engineering referral loops and gamified user journeys.

Roadmap Ownership: Managed end-to-end product lifecycle for 5 key growth initiatives, achieving a >50% success rate on feature adoption

Data-Driven Strategy: Reduced payback cycle by 50% through cohort analysis and funnel optimization (SQL/Mixpanel)

Stakeholder Management : Communicated from CXOs to contractual Influencers with a single motive - ship products/features with built in growth loops that contribute to our north star metrics - R&R.

Owned end-to-end GTM Pipelines for Referral & paid campaigns (influencer, affiliate, performance marketing) for both Fantasy & Prediction Markets.

Owned submetrics -

payback cycle - Reduced by 50% by doubling down on Power User Retention.

2nd Deposit Rate - Increased from 1.38% → 9.4% via PMF, Funnel Optimization & Retarget Campaigns.

International Esports Client
International Consignment
October 2022 - August 2023 (11 months)
Kolkata, West Bengal, India

Real-Time Event Logic: Built a telemetry system processing live game events (kills, wins) in real-time. This experience directly translates to designing complex event triggers for marketing automation flows.

Data Integration: Ensured seamless data flow between game servers and the frontend display, mirroring the precision required for API-based marketing integrations (e.g., Custom Events in HubSpot/Salesforce).

Litifer
Product Manager
December 2021 - October 2022 (11 months)

@Hoggy
Lead, instilled confidence in cross functional teams with a player-coach mentality.

Infused a KRI driven culture in taking key decisions in sales, engagement and retention of various verticals.

Partner with engineering team to drive execution of the roadmap, build consistent processes, harness test and data driven approaches

Played a pivotal role in setting up automations for operational and marketing efforts.

Proven exuberance in breaking newer barriers in content creation and design innovation.

Extraclass
Associate Product Manager
July 2019 - January 2021 (1 year 7 months)
Gurgaon, India

Developed a new feature for the company including designing, providing strategic inputs and successfully coordinating with various functional departments till the implementation.

Created a new and improved dashboard for the organization from scratch along with all internal components.

Worked with clients on various consulting projects and developed a tool for them which now has the potential to be added in our product profile.

Working on development of a new product line which will cater to a new section of the market

Consulted on a survey strategy for a client along with tool development, data analysis and report creation.

Researched & provide insights of market, industry trends, competitive analysis & benchmarking.

Selfstudy.co

1 year 9 months

Product Owner

May 2018 - March 2019 (11 months)

Successfully managed cross functional teams to deliver Web-App & Android Based Application Projects. Implemented a sophisticated UX Design(highly appreciated by the management)

Created Product Narratives as a part of Agile Teams and iterated MVPs.

Agile Manager -

Acted as the SPOC and successfully implemented the SCRUM Model to increase productivity handling fresh client requirements.

QA Assistant -

Performed Black Box testing by creating test scenarios and use cases to successfully eradicate technical gaps. Helped improve user feedback by a whooping 52%

Content Manager

July 2017 - April 2018 (10 months)

Achieved recognition with Extreme Content Quality by applying Data Analytics to find out Content Gaps.

Other Roles included coordinating Courses, Implementing Content Strategies, Creating and Handling in-house CMS(Content Management System).

Education

Indian Institute of Technology (Indian School of Mines), Dhanbad
Dual Degree(B.Tech & M.Tech), Mining Engineering · (April 2012 - July 2017)