***Summary***

* This project offered more than just an opportunity to improve outbound campaigns .It allowed me to design a growth system from first principles. By diagnosing funnel failures through the lens of behavioral psychology (Cialdini) and structured persuasion (AIDCA), I was able to connect micro-level message issues to macro-level business outcomes. Rather than blindly prompting an AI, I focused on crafting inputs that generate scalable, context-aware, and conversion-oriented messaging , giving AI strategic direction, not just tasks.
* Reimagining cold email campaigns as experiments in narrative design helped me understand the nuances of message–market fit, friction in CTAs, and trust-building through authority and reciprocity. The dashboard design added another layer translating abstract campaign metrics into actionable insights that leadership can use to refine targeting, improve copywriting, and allocate attention where the funnel truly leaks.
* If selected for the Growth Analyst role, I will bring a mindset rooted in experimentation, customer empathy, and data-backed storytelling building AI-driven playbooks that are not just clever, but commercially effective.