AAYUSHI LNU

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Product Marketer with 3+ years of experience launching B2B and B2C tech products across global markets. Expert in GTM strategy, positioning, lifecycle marketing, and data-led decision-making that drives revenue and retention.

PROJECTS (HARVARD UNIVERSITY, 2024)

TransUnion – Marketing Analytics Strategy

After two years of marketing investment, TransUnion Brazil still faced low brand recognition—many prospects confused it with a transport company. To prepare for a major B2B product launch, the team designed a KPI-led strategy (Brand Recall, SoV, Reach, Inbound Links), backed by a unified data stack and real-time dashboards. This enabled cross-functional teams to refine messaging, reallocate spend, and drive measurable gains in visibility and positioning.

Beyond Meat – Digital Marketing Strategy

Developed a full-funnel digital strategy projected to deliver strong engagement and conversion gains. The proposed #BeyondYourPlate UGC and influencer campaign aimed to grow followers by 30% and engagement by 25%. Paid search and display ads were expected to boost conversion rates by 15%, while targeted email and lead capture tactics projected 20% subscriber growth and 25% higher open rates. SEO and UX enhancements were forecasted to reduce bounce rate by 15% and increase time on site by 25%, positioning Beyond Meat for measurable digital growth.

WORK EXPERIENCES

Cymed Inc. - TeleHealth Services   July 2023 - February 2024
Product Marketing Manager   *Japan*
• Cut CAC by 10% and boosted CVR by 18% by optimizing channel mix and audience targeting, leveraging A/B testing insights to elevate campaign performance.
• Increased retention by 12% and ARPU by 9% by launching onboarding, referral, and loyalty programs across a 2K+ monthly user base.
• Helped execution of GTM programs in collaboration with Product, Sales, and Ops to localize features for the Japanese market and refine messaging.
• Enabled 10% regional expansion investment by developing CRM dashboards that forecasted sales and surfaced upsell trends.

Co-Graph Inc.- Mayai, AI Tele Operator   January 2022 - December 2022
Product Marketing Manager   *Japan*
• Drove 30% YoY revenue and improved GTM efficiency 25% by aligning Product, Marketing, and Ops in weekly sprint reviews.
• Boosted conversion 11% and reduced churn 5% through win–loss analysis and persona-based messaging refinements.
• Collaborated cross-functionally to execute integrated GTM initiatives, expanding TOFU reach to 20K+ prospects via SEO, webinars, and co-marketing.
• Designed a KPI dashboard that unified marketing, product, and finance metrics—accelerating decision-making and feature prioritization.

BEENOS Inc. - Shopify Shipping App   July 2021 - June 2022
Product Marketing Manager   *Japan*
• Delivered 20% quarterly revenue growth by launching partner marketing programs and tailored sales enablement materials.
• Increased ROAS by 25% and LTV by 15% by optimizing media spend and launching segmented CRM campaigns for cohorts.
• Led GTM planning and execution alongside design, engineering, and PR teams, securing 12 B2B pilot activations pre-launch.
• Drove 15% sales and 4% user growth by scaling Google/ Meta ads with optimized bidding, while accelerating product-led growth by 20% via OKR and velocity tracking.

EDUCATION

Harvard University, Extension School   **USA**
Master of Liberal Arts (ALM) in Management, GPA: 3.74/4   May 2025
Graduate Certificate in Marketing Management and Digital Strategy

Indian Institute of Technology, Kharagpur (IIT-KGP)   **India**
Integrated Master in Science, Economics   May 2019

SKILLS AND KEY KNOWLEDGE

GTM Strategy · Launch Planning · Campaign Management · Customer Segmentation · Lifecycle Marketing · Sales Enablement · Content Strategy · Market Sizing & TAM · Funnel Analysis · ROI Tracking · Consumer & UX Research · Hardware/Software Integration · Python · Google & Meta Ads · GA4 · Tableau · Looker Studio · SQL (basic) · A/B Testing · CRM (HubSpot, Mailchimp) · Agile & OKR Cadence · Cross-functional Leadership · AI Tools · SEO/SEM · BuzzSumo · Semrush · SpyFu · Typeform

CERTIFICATION

• **Hubro Simulations -** Strategic Management Cases and Simulation Certificate   May 2025
• **Google** Professional Project Management Certificate   October 2023
• **Google** Analytics Certification   April 2024