

WORK EXPERIENCES

Cymed Inc. - TeleHealth Services

July 2023 - February 2024

Marketing Manager

US Remote

- 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 Average Revenue Per User 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

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

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.

COURSEWORK PROJECTS (HARVARD UNIVERSITY, 2024)

TransUnion – Marketing Analytics Strategy

After two years of low brand recognition, TransUnion Brazil launched a KPI-driven strategy for a major B2B product. With unified data and real-time dashboards, teams refined messaging, optimized spend, and boosted brand recall and visibility.

Beyond Meat – Digital Marketing Strategy

Developed a full-funnel digital strategy for Beyond Meat, projected to grow followers by 30% and engagement by 25%. Campaigns and UX/SEO improvements aimed to boost conversions by 15%, grow subscribers by 20%, and reduce bounce rates by 15%.

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

Marketing Strategy:

GTM Planning · Launch Planning · Campaign Management · Customer Segmentation · Lifecycle Marketing · Market Sizing & TAM · Funnel Analysis · ROI Tracking· A/B Testing · Agile & OKR Cadence · CRM (HubSpot, Mailchimp)

Analytics & Tools:

GA4 · Tableau · Looker Studio · SQL (Basic) · HubSpot · Semrush · SpyFu · BuzzSumo · Typeform · AI Tools · Google & Meta Ads · Python

Customer & Market Insights:

· SEO/SEM · Consumer & UX Research · Content Strategy

Cross-functional & Executional Skills:

Cross-functional Leadership · Hardware/Software Integration · Sales Enablement

CERTIFICATION

Hubro Simulations - Strategic Management Cases and Simulation Certificate

May 2025

Google Professional Project Management Certificate

October 2023

Google Analytics Certification

April 2024