

Results-driven marketer with 3+ years of experience accelerating B2B and B2C tech product growth across global markets. Delivered measurable gains in revenue, retention, and engagement by developing full-funnel strategies and optimizing performance across digital platforms. Proven ability to scale campaigns, craft compelling LinkedIn content, and align cross-functional teams around go-to-market goals.

WORK EXPERIENCES

Cymed Inc. - TeleHealth Services

July 2023 - February 2024

Marketing Manager

US Remote

- Reduced customer acquisition cost by 10% by optimizing the paid channel mix and implementing A/B-tested audience targeting.
- Increased retention by 12% and Average Revenue per User by 9% by launching onboarding flows, loyalty rewards, and referral campaigns.
- Enabled localized GTM execution by coordinating with Product and Sales to tailor messaging for the Japanese market.
- Supported 10% expansion investment by forecasting sales and identifying upsell trends through custom CRM dashboards.

Co-Graph Inc.- Mayai, AI Tele Operator

January 2022 - December 2022

Marketing Manager

Japan

- Grew B2B revenue by 30% YoY and improved GTM efficiency by 25% by introducing sprint-based alignment across Product, Ops, and Marketing.
- Boosted conversion by 11% and reduced churn by 5% by refining messaging based on win–loss interviews and persona research.
- Expanded top-of-funnel reach to 20K+ B2B leads by launching SEO initiatives, co-branded webinars, and LinkedIn campaigns.
- Accelerated decision-making by 20% by developing dashboards that unified marketing, product, and finance KPIs.

BEENOS Inc. - Shopify Shipping App

July 2021 - June 2022

Marketing Manager

Japan

- Drove 20% quarterly revenue growth by launching B2B partner marketing campaigns and building tailored sales enablement materials.
- Increased ROAS by 25% and LTV by 15% by deploying CRM segmentation and optimizing digital media spend.
- Secured 12 B2B pilot signups pre-launch by leading GTM planning with design, engineering, and PR teams.
- Boosted sales by 15% and user acquisition by 4% by scaling paid ads and tracking Product Led Growth metrics via OKRs.

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

Master of Liberal Arts (ALM) in Management, GPA: 3.74/4

Graduate Certificate in Marketing Management and Digital Strategy

USA

May 2025

Indian Institute of Technology, Kharagpur (IIT-KGP)

Integrated Master in Science, Economics

India

May 2019

SKILLS AND KEY KNOWLEDGE

**Marketing Strategy:** GTM Planning · LinkedIn Content · Funnel Optimization · CRM Campaigns · A/B Testing · Email Nurturing

**Analytics & Tools:** GA4 · Tableau · Looker Studio · SQL (Basic) · HubSpot · Semrush · SpyFu · BuzzSumo · Typeform

**Campaigns:** Google & Meta Ads · SEO/SEM · Lifecycle Marketing · Partner Marketing

**Process & Ops:** OKRs · Agile Sprints · Cross-functional Collaboration

CERTIFICATION

- **Hubro Simulations** - Strategic Management Cases and Simulation Certificate
  - **Google** Professional Project Management Certificate
  - **Google** Analytics Certification
- May 2025

October 2023

April 2024