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# ARJUN NASKAR

650.575.3251  
anaskar@gmail.com  
linkedin.com/in/arjunnaskar

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## ABOUT ME

A demand generation, lifecycle, and marketing ops professional with 12+ years of experience across B2C and B2B tech companies. Looking for a senior marketing position where I can make the most impact.

### Soft Skills

People management  
Hiring & recruiting  
Strong presentation & communication experience

### Hard Skills

Forecasting & planning  
Demand generation  
Product marketing  
Sales & marketing ops  
Analytics: SQL, Excel

### Software

Google Suite  
Salesforce  
Marketo & Braze  
Mode & Looker  
Outreach

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## EXPERIENCE

### Co-Founder, StandardCode (YC Summer 2021)

May 2021 – May 2022

Founded StandardCode and went through the Summer 2021 batch of Y Combinator. We focused on creating an API that helped companies comply with COPPA and other child data privacy laws globally. We successfully raised a \$2MM+ seed round and had a few beta customers before pivoting. We explored other ideas including a financial savings product for teens as well as a tool for Customer Success and Sales to be faster at outbound prospecting.

### Head of B2B Marketing, Remind

December 2015 – May 2021

Started as a Senior Product Marketing Manager working on our first monetization efforts. Responsibilities included positioning, branding, GTM launch, and pricing. Once one of the products started gaining traction, I focused on building a team and process around GTM for our enterprise offering. Responsibilities included building and scaling a demand generation engine, hiring and training our first SDRs, BDRs, and account executives, developing lifecycle marketing, and building our marketing and sales ops infrastructure. Grew from \$0 to \$20MM ARR.

### Growth & Product Projects

February 2015 – December 2015

Worked on side projects that scaled to a few thousand users. HireReady was the common app for the gig economy. Clients included Homejoy, Flour & Water, Kokio food truck. Stork was a text-based Q&A service for expecting parents to connect with doulas, nurses, and lactation consultants.

### Growth Manager, Homejoy

December 2012 – February 2015

Joined Homejoy as the 2nd full-time employee. Started out as a city launcher, growing supply and demand in each of the first 20 U.S. markets before hiring a team to open the rest. Transitioned to a growth position where I created our lifecycle and retention programs for our demand and supply side using Oracle's Responsys. Launched 30 markets in 18 months.

### Business Development Manager, Nutraclick

January 2010 – September 2012

Owned the P&L for one of Nutraclick's flagship brands, Force Factor. Responsibilities included supply chain management, product development, and contract negotiations with GNC, Bodybuilding.com, Walmart, and Walgreens. Launched 5 products with online and in-store distribution from formulation to promotion.

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## EDUCATION

### Alum

Y Combinator  
Summer '21

### Bachelor of Science

Computational Biology  
Massachusetts Institute of Technology

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## REFERENCES

Available on request

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