BHARATH KANNAN

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Profile

Product and Growth Associate with 2+ years of experience across B2B marketing, client operations, and cross-functional product initiatives. Proven ability to drive outcomes in early-stage environments by executing SEO, outreach, client engagement, and internal tooling. Comfortable owning cross-functional projects end to end — from idea to delivery — while working closely with founders and fast-moving teams.

Experience

TEKIDO – PRODUCT & GROWTH ASSOCIATE | JULY 2022 – PRESENT
REMOTE / TEXAS, USA

- Co-led growth initiatives for multiple web platforms including **InvitingYou** and **Mydtd**, handling both product planning and user operations.
- Contributed directly to product roadmaps, sprint planning, and feature prioritization by aligning user needs with business goals.
- Participated in strategy discussions with founders and clients, acting as the link between product vision and execution.
- Developed agile workflows, documentation systems (Notion, Sheets), and managed a 4-person delivery team.
- Conducted SEO research, wrote feature briefs, and supported marketing campaigns across digital channels.
- Coordinated with a 4-person team for delivery across design, dev, and QA — implementing **agile tools like Trello and Airtable**.

NIMESA – DEMAND GENERATION ASSOCIATE | SEPT 2024 – NOV 2024 |
INTERN / BENGALURU, INDIA

- Driving lead generation strategies and pipeline growth for a SaaS-based cloud recovery platform.
- Working on account-based marketing, outreach campaigns, and prospect qualification.
- Collaborating with the sales and product teams to align messaging with customer pain points.

SPRENTZO SPORTS – SOCIAL MEDIA MARKETING | OCT 2023 – JAN 2024|
INTERN / BENGALURU, INDIA

- Created and managed social media content calendars to boost engagement.
- Designed visuals and wrote copy for campaigns targeting niche sports communities.
- Increased Instagram engagement by 15% through audience-focused reels and stories.

Skills & Abilities

Product & Strategy:
- Product Road mapping, Feature Prioritization, Sprint Planning
- Agile Collaboration, Stakeholder Communication
- Competitive Research, Customer Feedback Loops
- Project Coordination, KPI Reporting, Task Management (Trello, Airtable, Sheets)
- Market Research, Client Communications, Internal Docs

Marketing and Growth:
- CRM Outreach, LinkedIn/Email Campaigns, Lead Gen
- Power Bi, Excel

Tech Foundation:
- Frontend: HTML, JavaScript, React
- Backend: Node.js(basic), React APIs
- Cloud & Infra: AWS, Git
- Databases: MongoDB, SQL

Certifications & Education

- **Digital Marketing Foundations** – LinkedIn Learning
- **SEO Foundations** – LinkedIn Learning
- **Marketing Tools: SocialMedia** – LinkedIn Learning
- **Product Management 101** – Udemy

Education

CHRIST UNIVERSITY
Bachelor of Arts (B.A) in Economics | May 2025