



# VISHNU PRIYA G

## B2B CONTENT MARKETING STRATEGIST

### ABOUT ME

#### BRAND-FIRST. FUNNEL-FAST. ALWAYS MEASURABLE.

I lead GTM strategy that connects positioning with performance and content with conversion.

With 8+ years across fintech, SaaS, ultra-luxury travel, and design, I build GTM engines that align marketing, product, and sales under one clear narrative. From 0 to 1 launches to 1 to 100 scale, my work turns messaging into momentum and campaigns into qualified pipeline.

### GTM EXECUTION & OUTCOMES

#### Paid + Funnel Rebuild and Nurturing | Clear

- **Challenge:** Build pipeline for a new compliance & supply chain product in a trust-deficit enterprise market.
- **Solution:** Owned GTM end-to-end, built strategy and led Pre-TOFU/TOFU execution across paid, email, webinars, CXO events; aligned product, sales, marketing. ([Link](#))
- **Impact:** ↓ 50% CPL | ↑ 36% MQLs | ↑ 2.4× NAL activations

#### Brand + 1 to 10 growth | Pay10

- **Challenge:** Stagnating pipeline, low brand equity, and scattered GTM in a crowded fintech landscape.
- **Solution:** Rebuilt brand and funnel, authored board-approved brand book, rewrote web messaging, and led GTM across paid, SEO, PR, and Global FinTech Fest.
- **Impact:** ↓ 40% CPL | ↑ 2.5× CTR | ↑ ARR & NRR

#### Global Luxury CX + Revenue Growth | SITA

- **Challenge:** Deliver flawess, high-touch experiences for HNI travellers from France, the UK, Canada, Germany, Australia.
- **Solution:** Led end-to-end CX and ops for Audley, Kensington, Lidl, and Verde; owned itinerary design, multi-market execution across South India.
- **Impact:** ↑ 2× ARR | ↑ 98% CSAT | ↓ 50% TAT

### CONTACT

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### SKILLS

#### Content Strategy & Creation

- Content Distribution Strategy
- Editorial Planning
- Copywriting
- Sales Enablement Content
- Thought Leadership

#### Brand & Positioning

- Brand Messaging
- Messaging Frameworks
- Voice & Tone Development
- Product Marketing
- Creative Direction

#### Growth & Performance Marketing

- Demand Generation
- Funnel Optimization
- Marketing Automation
- Paid Media Strategy
- Campaign Analytics

#### Cross-functional GTM Execution

- GTM Campaigns
- Stakeholder Alignment
- Sales & Product Collaboration
- Multi-channel Campaigns
- CXO Communications

# TECH STACK

## Marketing & Automation

- HubSpot
- Salesforce
- Zoho One

## Workflow & GTM Planning

- Miro
- Microsoft Visio
- Trello

## Analytics & SEO

- Google Analytics
- SEMrush

## Ads & Performance

- Google Ads
- Meta Ads Manager
- LinkedIn Campaign Manager

## Content & Design

- Canva
- Figma
- Html & Webflow

## AI Tools & Assistive Tech

- GPT (Agentic GTM Assist)
- Google Firebase
- Lovable

# EDUCATION

## 2014 - 2016

INDIAN INSTITUTE OF TOURISM & TRAVEL  
MANAGEMENT, GOVT. OF INDIA

- MBA / PGDM
- CGPA 8.98 (Gold Medalist)

## 2009 - 2013

KARUNYA UNIVERSITY

- Bachelor of Technology
- CGPA: 7.64

# LANGUAGES

English (Business English  
Certification, Cambridge  
University, London), Hindi, Tamil,  
Telugu, Malayalam, Kannada,  
Español (Basic)

# WORK EXPERIENCE

## Senior Copywriter | Clear, Bengaluru

Jan 2024 - Present

- Led GTM for Compliance, Supply Chain, and Invoice Discounting
- Scaled Supply Chain from 1→10 with vertical funnels and events
- Took Compliance from 10→100 via CXO-led campaigns
- Repositioned Invoice Discounting to drive 2.4× lead activation
- Delivered ↑ 36% MQLs, ↓ 50% CPL, ↑ 5.6× CXO reply rates
- Created full-funnel assets: kits, decks, email flows, whitepapers
- Strategized and executed omni-channel campaigns across LinkedIn, Google Ads, webinars, and CXO events

## Senior Content writer | Pay10, New Delhi

Aug 2022 - Aug 2023

- Led brand and funnel overhaul across paid, SEO, PR, and events
- Authored board-approved brand book and web messaging
- Created sales decks, landing pages, and conversion flows
- Launched LinkedIn and Google Ads campaigns for BFSI/NBFCs
- Directed flagship presence at Global FinTech Fest 2023
- Delivered 2.5× CTR, ↓ 40% CPL, ↑ ARR and NRR
- Positioned Pay10 as an enterprise-grade B2B fintech brand

## Content Specialist | Events, Design, and Brand Marketing

Apr 2020 - July 2022

- Led content for 10+ expos across India, UAE, and Bangladesh
- Built brochures, ads, and video scripts for 3 global trade shows
- Delivered 4× footfall and ↑ 35% pre-bookings YoY
- Directed comms for JD School of Design across 6 cities
- Created web, PR, and influencer content for student acquisition
- Developed social calendars, long-form blogs, and brand articles
- Worked with 40+ clients across fashion, interiors, and travel

## Travel Break | India & USA

Mar 2018 - Dec 2020

## Team Associate - Operations | Sita, Chennai

Apr 2017 - Feb 2018

- Curated bespoke journeys for Audley, Kensington, and Verde across 5 global luxury markets - France, UK, Canada, Germany, Australia.
- Drove ↑ 40% conversion in HNI base with global DMC partners
- Designed CX flows tailored to high-value buyer personas
- Delivered ↑ 2.8× repeat bookings from B2B partner accounts
- Shaped brand voice across itineraries, proposals, and partner comms

## Operations Executive | GoIndia Holiday, Chennai

Mar 2016 - Feb 2017

- Led national launch of Hop-On Hop-Off tours across South India
- Planned and executed GTM launch, web content, and itineraries
- Drove ↑ 2.1× inbound leads in 90 days through SEO + TTF launch
- Boosted average ToS by ↑ 60% through experience-led content