

Kushal HP

PRODUCT TEAM LEAD · DIGITAL MARKETING SPECIALIST · SOLUTION DELIVERY

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Summary

Product Leader with 6+ years of expertise in successful digital product launches and optimizing global market presence. My experience in leveraging AI, machine learning, and digital marketing strategies sets me apart as a trailblazer in product evolution. Recognized for transforming market insights into high-impact growth strategies, I have successfully driven product lifecycle success across global markets, including LATAM, Europe, Australia, and India - executing go-to-market strategies, optimizing regional product positioning, and drive revenue growth in diverse, competitive landscapes.

Skills

Product Strategy:

Product Lifecycle Management | Product-Led Growth | API-First Design (Postman) | Competitive Intelligence (Crayon, Klue) | Roadmap Planning (Confluence, Jira, Roadmunk, Miro) | Revenue Model Strategy (Stripe, Freshbooks) | Feature Prioritization (WSJF, RICE, MoSCoW, 2x2 Matrix) | CMS Management (Wagtail, WordPress, WIX, Shopify, Drupal)

AI & Data:

AI Prototyping (Cursor AI, Replit, Supabase, Google AI Studio) | Automation (Zapier) | Customer Insights (Looker Studio, Matomo, Meltwater) | A/B Testing (Optimizely, VWO) | Product Performance Measurement (Google Analytics)

Strategic Leadership:

Process Standardization | Stakeholder Communication & Alignment | Project Management (SAFe Framework, Scrum) | Risk assessment and crisis management | Change Management | Executive-Level Reporting

Growth Marketing:

Performance Optimization | Loyalty Program Management (Open Loyalty) | SEO/SEM (Lumar, SEMrush, Ahrefs) | Paid Media Optimization (Google Ads, Meta Ads, LinkedIn Ads, Programmatic Ads) | Marketing Automation (HubSpot, Brevo, Active Campaign, Zoho, Paradox) | Content Marketing | Customer Journey Mapping | Customer Retention

Work Experience

Digital Product Strategist - Solution Delivery

Bedford, Canada

RESULTA

January 2024 - Present

- Led strategic planning and execution of product roadmaps using SAFe Agile frameworks, aligning cross-functional roadmaps to accelerate time-to-market and drive \$2M+ ARR across five digital brands.
- Co-developed an AI-powered prototyping framework leveraging Cursor AI (code automation) and Figma AI (design), cutting development cycles in half and reducing MVP launch timelines from 12 weeks to 6.
- Developed and launched a Loyalty Program using Open Loyalty's API-first engine, leveraging real-time data to map user events, personalize rewards, and drive engagement and retention.
- Facilitated Joint Application Design (JAD) sessions, collaborating with product, engineering, sales, and marketing to define requirements and streamline high-impact feature rollouts and campaigns.

Digital Product Team Lead

Bedford, Canada

RESULTA

September 2022 – January 2024

- Launched two new digital brands and rebranded three post-acquisitions, expanding into global markets and positioning them as challengers.
- Collaborated with engineering to define API specs for 10+ integrations, resolving critical customer workflow gaps and driving retention post-launch.
- Redesigned product messaging using Jobs-to-be-Done (JTBD) methodology, boosting sales win rates and differentiation in crowded markets.
- Collaborated on the launch of A/B testing frameworks (Optimizely, Google Optimize, VWO) boosting user activation and free-to-paid conversion by 10% in 12 months.
- Leveraged Cursor AI to develop high-impact PR campaigns, creating user-centric tools that accelerated backlink acquisition, amplified brand visibility, and drove exponential traffic growth.
- Negotiated agency contracts and reallocated underperforming spend, achieving 20% YoY cost savings without sacrificing lead quality.
- Managed the complete product lifecycle from discovery to post-launch support, focusing on developing customer-centric features that addressed key market needs.

Digital Product Manager

Bedford, Canada

RESULTA

October 2021 - September 2022

- Leveraged Matomo and CRM analytics to refine campaign ROI, identifying high-value segments that drove \$1M+ in attributed revenue.
- Partnered with performance teams to optimize paid media (Programmatic Ads) and landing page A/B tests, achieving lower CAC and improving lead-to-MQL conversion.
- Built and maintained product marketing automation infrastructure, supporting the customer journey from acquisition to retention, and improving lead generation and nurturing efforts.
- Acted as a liaison for customer feedback, translating insights into actionable product requirements and maintaining alignment across teams to ensure successful product releases.

Digital Marketing Specialist

Bedford, Canada

RESULTA

January 2021 - September 2021

- Maintained multi-channel campaigns (Meta, Programmatic, SEO) driving 200+ MQLs and reducing CPA through A/B testing and geo-targeted segmentation.
- Delivered monthly performance dashboards (Google Data Studio), uncovering underperforming campaigns and redirecting \$50K+ budget to high-ROI initiatives.
- Set up and manage tracking pixels, UTM parameters, and tag management using Google Tag Manager.

Digital Marketing Assistant

Dartmouth, Canada

SPRING LOADED TECHNOLOGY

June 2020 - December 2020

- Built and managed the targeted Healthcare Professionals website using WordPress, creating a comprehensive resource hub with educational content and infographics, resulting in an increase in healthcare professional engagement.
- Collaborated with healthcare professionals to update and refine content and research materials, ensuring they were presented in a more accessible and patient-friendly format.
- Partnered with agencies to produce video ads, video testimonials and landing pages, improving ad relevancy and reducing bounce rates.

Digital Marketing Assistant

Halifax, Canada

SCOTIA HVAC

September 2019 - December 2019

- Spearheaded digital promotions for 3 tradeshow using Mailchimp campaigns and targeted LinkedIn Ads, boosting attendance and capturing 100+ high-intent leads.
- Automated post-event nurture workflows, improving lead-to-customer conversion by 20% within 30 days through personalized email sequences and follow-up triggers.
- Developed ABM-focused collateral (case studies, product demos) using Canva, enabling sales teams to accelerate deal progression, reduce friction in decision-making, and shorten sales cycles while increasing deal sizes.

Digital Marketing Intern

Bangalore, India

BHIVE WORKSPACE

March 2017 - June 2017

- Nurtured both online and offline communities, engaging with audiences on social media platforms to build brand loyalty and enhance visibility.
- Supported the management of content on CMS platforms, ensuring timely updates, accuracy, and a seamless user experience for community members.

Education

Dalhousie University

Halifax, Canada

MASTER OF BUSINESS ADMINISTRATION

Graduated September 2019

- Subjects: Advanced Marketing | Quantitative Decision Making | Global Markets & Institutions | International Business | Risk Management in Financial Institutions | Leveraging Technology | Managing People | Advanced Corporate Finance | Leading with Responsibility | Strategic Leadership & Change Management | Business Accounting

Vellore Institute of Technology

Vellore, India

BACHELORS OF TECHNOLOGY - ENERGY ENGINEERING

Graduated May 2017

- Subjects: Manufacturing Processes | Operations Research | Materials Engineering & Technology | Project Management | Instrumentation & Control Engineering | Applied Mechanics | Principles of Marketing | Energy Conservation, Audit & Management | Energy System Modeling | Renewable Energy Sources | Modern Physics | Thermal Engineering Systems | Power Plant Engineering | Computational Fluid Dynamics