**Chris Keswani**

**408-595-7117** | Cupertino, CA | [chriskeswani2@gmail.com](mailto:chriskeswani2@gmail.com) | [LinkedIn](http://www.linkedin.com/in/chriskeswani/)

**Marketing Manager**

**Strategic Marketing and Revenue Growth Leader**

Results-driven marketing professional with a strong track record in **growth strategy, A/B testing**, and **product launches** across **SaaS, subscription, and mobile platforms**. Proven ability to drive revenue, **optimize campaigns**, and **lead cross-functional teams** in executing successful go-to-market strategies. Skilled in **project management**, data-driven marketing, customer engagement, and competitive analysis. Notable achievements include a **266% increase in monthly revenu**e and **high-impact product launches** with **Meta**, **T-Mobile**, and Adrsta AI.

**Work Experience**

**Adrsta AI (AI Marketing Science SaaS Platform)** Silicon Valley, CA 2023-Present

**Marketing**

* Developing sales enablement material in partnership with C-Suite to accelerating B2B platform demo rate 3x.
* Creating SalesNav/Lemlist email campaigns and nurture sequences to enhance user engagement rates by 20%.
* Refining and optimizing **GTM strategy** and messaging to align with evolving market demands and buyer behavior.
* Utilizing GenAI for competitive analysis to sharpen market positioning and compelling, customer-first messaging.
* Evaluating and recommending pricing and subscription models to maximize adoption and market penetration.
* Designing/deploying user surveys with CRO and using insights to inform product and marketing strategies.
* Enhancing cross-functional collaboration, streamlining developer and external partners communication leading to faster issue resolution and project execution.

**Meta Platforms,** Menlo Park, CA 2022-2023

**Senior Product Marketing Manager**

* Led the **GTM strategy** and launch of 4 **B2B** products (three simultaneously) on-time and on-budget.
* Implemented Agile framework, streamlined cross-functional collaboration, **reduced development time by 20%**.
* Conducted in-depth customer journey mapping, identifying key pain points and enhanced user experience.
* Identified market opportunities, coordinated development of features, **increased product adoption by 10%**.
* Maintained structured project reporting system, improvised executive and cross-team visibility and alignment.
* Leveraged customer insights to identify new target audiences and expand across APAC, LATAM, and EU.
* Established KPIs in strategic director-level collaboration resulting in cost-savings and improved outcomes.

**Forest Interactive**, Inc., Sunnyvale, CA 2018-2022

**Marketing Manager – North America**

* Established OKRs, P&L management, scaled revenue to create 2nd highest revenue generating unit for 3 years.
* Led external partnerships (Sprint and T-Mobile), **surpassing revenue goals for 3consecutive years**.
* Launched paid media campaigns, enhanced user experience**, drove 266% monthly revenue within 5 months.**
* Secured additional multimillion dollar revenue stream by identifying and negotiating new content partnerships.
* Owned B2B LeadGen LinkedIn campaigns and utilized HubSpot to track customer thru sales journey.
* Drove end-to-end process for marketing campaigns, used **A/B testing resulting in 15% higher conversion rates.**
* Strengthened cross-functional collaboration with development teams, **reducing user attrition by 15%**.
* Drove competitive market analysis, enabling premium product launch with an **80% higher** unit price.
* Established a U.S.-based customer service team, improving brand health tied to customer satisfaction and loyalty.

**Areas of Expertise**

**GenAI Tools:** ChatGPT, Gemini

**Marketing:** Advertising, Events, Promotions, Public Relations

**Productivity Software:** Google Suite, Microsoft Office, Jira, Figma ,Canva,Asana, Slack, Google Analytics

**Sales Software:** LinkedIn Sales Navigator, Salesforce CRM, HubSpot CRM, Lemlist   
**Paid Media Platforms:** LinkedIn,Google Ads, Facebook Ads **Social Media:** LinkedIn, Facebook, X

**Education & Professional Development**

**Bachelor of Science, Marketing** – Boston College  
Minor: German Language

**MBA-Equivalent Professional Credentials:**

* **Executive Certificate, Global Marketing** – Thunderbird School of Global Management
* **Professional Certificate, Digital Media & Marketing** – Duke University (OMCP Certified)
* **Professional Certificate, Marketing Management** – University of California, Santa Cruz