

KESHAV VERMA

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Summary

I am a Strategic Growth Professional with over 4 years of experience in driving inbound and paid marketing, CRM automation, and analytics within the SaaS and fintech sectors. I excel at orchestrating multi-channel campaigns and employing data-driven strategies to enhance lead conversion and sales outcomes. Currently, I lead full-funnel growth initiatives at an innovative AI startup backed by Y Combinator.

Education



IIT Kanpur

B.Tech Electrical Engineering and Mechanical Engineering

Kanpur, India

06/2015 – 05/2020

Experience



Nanonets (YC'17)

Growth Lead

San Francisco (Remote)

08/2023 – Present

- Own end-to-end inbound growth strategy across **email campaigns, paid ads, CRM automation, and lead conversion operations**.
- Developed personalized, automated workflows using LLMs, Python and CRM, reducing manual processes across funnel.
- Built and scaled **lead scoring models** based on intent and activities signals, **improving MQL-to-SQL conversion by 25%**.
- Led performance analytics across the funnel via real-time dashboards, uncovering key drop-offs and optimization levers.
- Managed ROI-driven Google Ads campaigns, **reducing cost per qualified lead by 28%**.
- Implemented call-based conversion operations, improving follow-up efficiency and boosting demo bookings.
- Delivered high-impact sales enablement materials (battle cards and pitch decks), contributing to an **18% lift in call-to-close rates**.



Indus Insights

Senior Associate Consultant

Gurugram, India

08/2020 – 08/2023

- Led strategic analytics for fintech clients across credit policy design, bad debt reduction, and marketing segmentation
- Built **IRB-compliant credit risk models and loan performance forecasting** tools using Python, SQL, Tableau, and R
- Developed a GUI tool for **credit line optimization** and implemented bad debt strategies, saving ~\$7M and improving profitability
- Conducted geo-segmentation and churn analysis to optimize campaign targeting and retention strategies
- Trained new hires, led client presentations to C-suite, and conducted model documentation aligned with **EBA and IFRS9 standards**



Mitsubishi Hitachi Power Systems

Control Systems Intern

Takasagochō, Japan

05/2019 – 06/2019

- Developed and tested control logic systems for industrial turbines.
- Improved cloud-based data protocols and automation reliability.

Skills

Growth Marketing · CRM Automation · Google Ads · Python · SQL · VBA · Lead Scoring · Sales Enablement · Risk Analytics · Vibe Coding

Certifications

Python for Everybody – Coursera

SQL for Data Science – Coursera

Excel for Business – Coursera

Leadership & Interests

Head – Show Management, Techkriti IIT K

Led 4-tier team of 98 for 4-day fest with 40K+ footfall and 12K aptitude test takers across 22 cities.

Coordinator – Chess Club, IIT Kanpur

FIDE-rated player (1552), led IITK Chess Team at Inter-IIT Championships (2016–17) and Udghosh'15.

Personal Interests

Avid **football fan**, passionate **cook**, and dedicated **anime enthusiast**.