

KHUSHALI SHAH

PRODUCT MARKETING MANAGER

DETAILS

PHONE

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EMAIL

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LINKS

[LinkedIn](#)

[Instagram](#)

[Razorpay Blog](#)

[Razorpay Learn](#)

[PayU Blog](#)

SKILLS

Product Marketing

GTM Creation & Execution

Team Management

Data Analysis

Funnel Optimization

CRM Tool Management

Social Media & ORM

Lead Generation &
Nurturing

Account Based Marketing

Product Launch

PR Management

SEO Optimization

Content Marketing

HOBBIES

Reading

Gardening

Cycling

PROFILE

A seasoned **Product Marketing professional** with **~6 years of experience** in developing and executing marketing strategies that drive business growth. Skilled in managing a team to **create value propositions, go-to-market strategies, and cross-functional collaboration**. Successfully launched and grew **SaaS products for businesses of all sizes**. Excited to bring skills and experience to a dynamic and innovative team to **drive success in the B2B SaaS industry**.

EMPLOYMENT HISTORY

Product Marketing Manager, Loop Health

Mumbai

Jul 2022 — Present

- **Leading product marketing efforts** for various lines of offerings across the board
- Spearheading communications across the organization to **engage and retain customers**
- **Managing a team of content creators, events, and brands** to stitch functions and craft a product's journey from the shelf to the market
- Overlooking the **on-boarding experience**, while setting it up from scratch for both **virtual and on-site verticals**
- Running **account-based marketing** for enterprise clients by collaborating with the CSMs

Founding Member, 91Ninjas

Bangalore

Jan 2021 — Jul 2022

- **Managed social media marketing** for brands across industries including **fintech, T&E, banking, D2C, and more** while mentoring the team
- **Driving research** on the current state of **B2B marketing** and working on **building product marketing services**
- Shadowing the sales team throughout the flow of cold outreach to conversions while **spearheading communication and presentations**

Associate, Content Marketing, Razorpay

Bangalore

Aug 2019 — Feb 2021

- Built a repository of **long-form and short-form content** (*blogs, e-books, reports, videos, etc.*)
- Shipped a business glossary and **experimented with the vernacular content**
- Worked across teams for the **planning and execution of GTMs**
- **Created and executed a content distribution plan** for multichannel visibility
- Experimented with **guest blogging, paid marketing, and user research**
- **Aided the offline and online launch** of marquee Razorpay products like Razorpay Payment Links, Razorpay Payment Pages, Smart Collect, etc.

LANGUAGES

English

Hindi

Gujarati

Content & Social Media Marketer, PAYU (NASPERS COMPANY)

Mumbai

Dec 2017 — Jun 2019

- **Managed the PayU blog** while **nurturing the subscribers** with a timely newsletter
- **Worked on email drips** for funnel optimization
- Created **landing page content, website content & email, SMS copies**
- **Managed the social media** channels of the brand + managed **ORM**
- Created **audiobooks** and **content for YouTube**
- Worked with the product teams for the ground **execution of GTMs**

EDUCATION

MBA (Marketing Management), NMIMS

Mumbai

Jun 2022 — Present

B.A (Psychology & Sociology), Mithibai College of Arts

Mumbai

Jul 2016 — Jul 2019

EXTRA-CURRICULAR ACTIVITIES

Co-founder, Traffic Lives

Co-founder, Scrawled Stories