

Mayank Pandey

Co-founder | Strategic Growth Advisor & Fractional Marketing Director |

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OBJECTIVE

To stay on the frontline of AI in marketing, using it to work smarter, move faster, and create content that actually connects. I'm focused on building systems that turn ideas into impact quickly, making brands more efficient, more creative, and ready to scale.

PROFESSIONAL EXPERIENCE

Disrupt Studios

Fractional Marketing Director & Strategic Growth Advisor | Mar 2025 – Present

- Implemented AI enablement across market research, rapid content iteration, and campaign creation, accelerating strategy cycles and reducing go-to-market time by 30%.
 - Advised leadership on revenue optimization strategy, including targeting high-value business segments, refining offer positioning, and structuring pricing, contributing to a 50% improvement in predictable cash flow.
 - Established a data-driven performance framework that enabled the rapid creation of high-performing ads, driving significantly higher engagement rates across studio-led initiatives.
 - Guided the integration of scalable creative workflows, ensuring consistency and efficiency as the studio expanded.
 - Served as a strategic growth advisor, shaping not only marketing execution but also business direction and operational scalability.
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The Growin Wolf

Co-founder | June 2020 – February 2025

- Spearheaded strategic and operational growth of a digital marketing agency, achieving consistent profitability over 4+ years through data-driven campaigns and process optimization.
- Developed audience personas using market research for clients and internal campaigns, boosting client retention by 20% and increasing engagement rates by 15%; crafted strategies spanning content, automation, and Wix-based website development for select clients.
- Designed and implemented 150+ marketing audits, prompt engineering solutions, and SOPs, improving client performance metrics (e.g., 25% average increase in conversion rates) across industries like e-commerce and SaaS.
- Optimized operations by integrating automation tools (e.g., Zapier, ManyChat, make.com), reducing turnaround time by 20% and enhancing team productivity.
- Led a team of 15+ professionals, aligning efforts with business objectives and fostering a 95% project delivery success rate.

Key Achievements

- Conceived and executed a viral Instagram Reel campaign, achieving 10M+ views and 4000+ followers in 15 days through an innovative content strategy without AI tools.
 - Pioneered AI-driven marketing audits, resulting in 18% average ROI improvement for clients in diverse sectors.
 - Built a 15-member team from scratch, recruiting and training talent to deliver high-impact marketing campaigns.
 - Developed comprehensive systems and procedures for all agency tasks, increasing operational efficiency by 35% and ensuring scalability.
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Skills

- Marketing: Digital Campaign Management, Social Media Strategy, SEO, Audience Persona Development
 - AI & Technical: Prompt Engineering, VEO 3, Automation Workflows with AI, Google Analytics, HubSpot, SEMrush, Zapier, Make.com, ManyChat, Wix, Google Flow
 - Leadership: Team Management, Strategic Planning, Growth Strategy, Conflict Resolution, Decision-Making
 - Soft Skills: Professional Communication, Adaptability, Time Management, Creative Problem-Solving
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EDUCATION & CERTIFICATIONS

- **Bachelor of Computer Applications (BCA)** | Bilaspur University, C.G.
- **Introduction to Generative AI** | Google Cloud
- **AI Powered Marketer** | SEMrush
- **Advanced Prompt Engineering Techniques** | Codesignal
- **Generative AI for Executives** | Amazon (AWS) Skill Builder
- **Generative AI in Action** | Amazon (AWS) Skill Builder
- **Digital Marketing** | Hubspot Academy

REFERENCE:

Available upon request.