



Vyshnav Prakash

Product Marketer

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SUMMARY

Product Marketer/Generalist with 5 years of experience (Both freelance and in-house roles)

Niche - Gen AI, Customer support, HR-Tech, Ecommerce, Dev tools.

Formats - BOFU, Landing Pages, Lead magnets, AI-SEO, ABM campaigns.

EXPERIENCE

Product Marketer - Binbdee

05/2024 - Present

- Created the pillar cluster & 6 sub-clusters for Binbdee's TOFU campaigns.
- 25x traffic in 90 days, ranked above high DA competitors (both on Google & AI-search)
- Closed 8 high-ticket leads through ABM campaigns & 2 customers via search.

Marketing Generalist - TARS

04/2023 - 05/2024

- First full-time marketing hire. Implemented the TOFU & BOFU content strategy.
- Improved the UI flow and messaging for all pages to cater to enterprise clients.
- Reorganized deal data in hubspot, kickstarted email campaigns, retention flows with new and existing clients

Content Marketer - Near (Now Azira)

03/2022 - 12/2022

- Studied product clientele in an early-phase AI niche.
- Iterated through different strategies, created a growth strategy for Inbound campaigns.
- Wrote 25 BOFU pieces in 3 months, 3 featured snippets, 4 repurposed as email lead magnets.

Demand Gen Specialist - Intensifynow

10/2020 - 03/2022

- First full-time job. Canadian-based PPC agency.
- Primarily responsible for Blogs, Emails, Landing page copies, client gigs etc.

Other (freelance gigs, side projects)

03/2018 - Present

- Indie SaaS - On it as a hobby for last 8 months, 3 apps, 2 failed, one building (An AI chatbot for shopify)
- Contentwhiz - A BOFU content agency for Indie hackers (10 months, 13 clients, \$4k Net Revenue)
- Upwork, Fiverr, Peopleperhour - Did marketing gigs (landing pages, emails, blogs)

EDUCATION

- Computer science
- Kerala Technological University - Bachelor's in Tech

04/2018 - 03/2022