

Sachin Benny

Product Marketer , GTM lead for 4 products

I love building a deep understanding of the product and then reducing it to a positioning and communication that fits the behavior and vernacular of the user. I tend to think in systems and love studying human behaviour

EXPERIENCE

Product Marketing Consultant

[Gleantap](#), [contract](#), [Austin/Houston](#) Feb 2019 - Present

- Lead development and implementation of marketing strategy and increased small business accounts from 45 to 215
- Lead user research and created product positioning for Gleantap , which helped the companies get to product/market fit and raise series A round of funding
- Lead the development and execution of a content strategy which helped increase organic leads from 12% to 45%
- Partnered with sales team and developed training material and sales content which helped increase conversion to yearly contracts

Product Marketing Consultant

[PayOnDelivery](#), [contract](#), [Houston](#) Sep 2017 - Jan 2019

- Led the development of the onboarding flow for sellers which increased number of active users by 40%
- Created product positioning and messaging that helped acquire over 9000 users
- Set-up marketing operations and analytics which informed weekly product and marketing sprints

Growth Marketer

[Typito Inc](#), [Houston](#) Jan 2017 - Jun 2017

- Ran the launch of the product on Product Hunt, helped create the positioning for investors and helped the company raise a seed round of investment
- Wrote two blog posts per week and grew the blog subscription to 3000 subscribers
- First marketer on the team. Set-up a small team, ran product marketing and took the product from 0 to \$9000 MOM

Product Marketer

[Jordyblue](#), [Bangalore](#), [India](#) Nov 2014 - Jan 2016

- Created positioning, wrote and A/B tested copy and designed website wireframes for the e-commerce website that was launched in 3 weeks.
- Ran demand generation campaigns which generated leads that resulted in \$40k in revenue in 8 months. Also set-up marketing ops
- Managed the development of the MVP website, hired and managed a team of three that launched the product in less than a month

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twitter.com/SachinB91

Austin, TX

SKILLS

Digital Marketing
Marketing Operations
Content Creation
Product Marketing
A/B Testing

EDUCATION

**Bachelor of technology in
mechanical engineering**
[Mahatma Gandhi University](#)

Sep 2013

Mechanical Engineering

Digital marketer and content writer

[Whatznear, Bangalore, India](#) Dec 2013 - Oct 2014

- Planned and executed demand generation campaigns that generated 200k+ leads in 3 cities over 8 months.
- Wrote copy and managed the customer retention optimization on e-commerce platform that was used by over a million people