



# Bhavyaa Shree

Marketing & Growth | Strategy & GTM | Scale Operator | Product & Ops | AI-Native Builder

## Profile

Program and category growth leader with 6+ years owning end-to-end programs, categories, and revenue systems across consumer tech, B2B SaaS, fintech, D2C, energy-tech and global enterprise accounts. Led multi-workstream initiatives spanning category management, digital commerce funnels, lifecycle/CRM, demand generation, SEO/CRO, experimentation, partnerships, and stakeholder management. Experienced in running high-transaction programs translating strategy into roadmaps, operating cadences, KPIs/OKRs, and cross-functional execution with Product, Engineering, Sales, and Marketing. Known for building repeatable growth playbooks, SOPs, and drove measurable growth for 60+ brands across 15 industries and 30+ geographies

## Employment History

### Consulting / Fractional GTM, Growth & Funnel Strategy at Multiple Clients (Canada/Remote)

Feb 2026 – Present

Clients: Artha Learning (AI in L&D), Gravity AI (AI agent marketplace), Entrepreneur Growth Lab (AI automation platform), 2 D2C brands

- Led GTM + growth execution spanning positioning, funnel strategy, lifecycle/CRM journeys, SEO/CRO, content distribution, and measurement, tailored to each company's stage and constraints.
- diagnosed fragmented channels and built a multi-channel lifecycle strategy (CRM journeys, webinars, offline activations, organic distribution, referrals) with AI-enabled production + orchestration; drove +44.77% delivered communications, +36.47% click-driven traffic, and reduced bounce waste by 6.52%.
- aligned acquisition→retention journeys (CRM messaging, landing pages, content flows, testimonials, sequencing), contributing to +55.9% growth in new users plus stronger repeat engagement/retention signals, rebuilt positioning + conversion storytelling across site and campaign assets; contributed to +32.4% growth in site views and stronger performance at key funnel entry points.
- Implemented growth measurement foundations (funnel tracking, behavior visibility, engagement dashboards, reactivation loops) to support iterative optimization and prioritization.
- delivered ICP + messaging architecture, funnel redesigns, SEO/landing-page structure, conversion improvements, and experiment backlogs, emphasizing repeatable systems over one-off campaigns.

### Co-founder(Business & Finance) at Sellular Edu Networks, Bangalore

May 2025 – Jan 2026

## Details

Bangalore, India, 918877063620  
[bhavyaashree.work@gmail.com](mailto:bhavyaashree.work@gmail.com)

## Links

[LinkedIn](#)

[Portfolio](#)

## Skills

[Business Intelligence/Analytics](#)

[Business Ops](#)

[Go-To-Market \(B2B & B2C\)](#)

[Partnerships & Ecosystem Building](#)

[Growth & Experimentation](#)

[Brand Management](#)

[Financial Modelling](#)

[Legal & Compliance](#)

[AI-native orchestration](#)

[Communication & Storytelling](#)

[Product & process design](#)

[Cross-functional leadership & stakeholder management](#)

[Business Initiatives](#)

## Entrepreneurial Experiences:

1. AYN/All You Need, 2019 – 2020

**Role:** Founder (College Venture)

### Achievements:

- Grew a sustainability content platform to 200k+ monthly visitors; recruited an A team 40+ contributors/full-timers with clear operating playbooks.
- Designed the MVP and GTM for a sustainability marketplace and onboarded initial 5 vendors/brands with catalog and process standards. Sunset during COVID-19 downturn; captured learnings on category timing and ops.

- Co-founded Sellular, a multi-engine campus-tech platform, and owned GTM strategy + execution across B2C (students/clubs), B2B (brands/DevRel), partnerships and ops, building a multi-line growth and distribution engine on Club OS flywheel
- Hired the founding team of 12 & scaled onboarding to 100+ campuses in 6 months with 70% active engagement, 1.5x transaction growth MoM.
- Built driver-based financial operating model (18-month P&L) + 5-year scale ramp; defined growth constraints, CAC control markers, and annual operating plans across Events, Marketplace, Buy & Sell (P2P) and Campus Hiring platforms achieving blended 25% GM by third OY.
- Designed engagement and retention loops for campus communities through recurring activation campaigns, partnership-led engagement programs, and structured onboarding systems that sustained ~70% active participation across early campus cohorts.
- Designed business intelligence + operating targets, defining North Star + OKR + KPI tree, instrumentation plan, implementing analytics infra, and establishing weekly/monthly ops variables; built early-stage success coefficients to enable predictable scaling with CAC discipline.
- Closed and expanded 50+ B2B partnerships, driving revenue of \$17k across initial co-branded activations, platform pilots, and collaborations within 3 months of product launch.
- Led brand foundation, owning narratives and core assets (fundraise/partner decks, design systems, collaterals, product UI/UX) for consistent multi-channel execution and partner co-marketing.

### Partner & Head of Growth at Sparc Media, Bangalore

August 2024 — April 2025

- Led brand, content, and growth strategy 12 client accounts across Deep Tech, EV, Healthtech devices, Fintech, Luxury Lifestyle, and F&B, owning multi-channel GTM and growth strategy. Managed ~USD55k in budgets across inbound, outbound, & demand-gen, driving measurable pipeline and revenue outcomes achieving core growth KPIs within 6-month cycles crafting positioning narratives, campaign messaging, multi-channel content systems, and founder-led storytelling that supported measurable pipeline and revenue growth.
- Led post-beta commercialization + expansion strategy for two healthtech device brands - a B2B rehab hardware+software; \$440k building a phased 18-month region + channel rollout (3 Indian states to UK entry) and a multi-channel efficiency plan anchored in delivering higher-quality clinic leads and adoption and a B2C wearable unit cost- \$28 focusing brand campaign and offline conversion lift.

### Acquisition Manager at SaaSPay(b2b SaaS fintech), Bangalore

February 2023 — March 2024

- Owned acquisition and lifecycle GTM for two B2B SaaS products, partnering closely with sales, partnerships, and customer success teams.
- Led discovery, qualification, and account enablement for SaaS, AWS-aligned, and NBFC partner accounts within regulated fintech environments, generating \$ 20 million+ GDV and \$ 500K+ ARR pipeline by securing high-value partnerships with global ISVs (ElasticDB, Dynatrace, Freshworks, HubSpot, New Relic).
- Built CRM lifecycle workflows, lead scoring systems, nurture sequences, and account engagement processes that improved qualification efficiency, strengthened user engagement across the funnel, and supported conversion of high-value mid-market accounts.
- Executed ABM and demand-gen motions that drove 3x organic pipeline growth while reducing blended CPL MoM by 45%

### 2. Ampliate Global, B2B Confectionery & Food (Exploratory Venture)

**Role:** Founder / Strategy & GTM  
**Achievements:**

- Led end-to-end category discovery research across 25+ F&B categories & launched a B2B global confectionery vertical to existing family business, mapping cross-border demand, supplier constraints, pricing dynamics, and regulatory frictions; identified systemic gaps in product standardization, reliability, and distribution efficiency.
- Designed an MVP solution addressing sourcing and solution-layer inefficiencies; exited the venture after deep market validation due to structural volatility and misalignment with personal long-term focus; capturing insights applied to the family business.

### 3. Acruxgrid AI AI Consultancy for Enterprises

**Role:** Partner Consultant

**Achievements:**

- Consulted 2 enterprises for AI workflow solutions
- Delivered POCs with a technical team of 10+ years of median experience (Led by ex-AI VP of top tier consulting firm)

### 4. MultiFlow AI – Intelligent Neurodivergent Productivity Platform

**Role:** Sole developer and product strategist

**Achievements:**

- Built and launched an intelligent productivity platform for neurodivergent users within 24 hours using AI tools
- Designed user journeys, integrated core functionalities, and acquired 40+ active users in the first week for the beta.

- Collaborated closely with sales, customer success, and product stakeholders to improve lifecycle communication flows, engagement touchpoints, and campaign effectiveness across partner and customer journeys.

### Senior SEO & CRO Analyst at GOMO Group, Pune

July 2021 — January 2023

- Owned multi-market optimization, performance and revenue-impacting growth programs for 11 B2B/B2C clients across US, EU, NAMER and APAC markets complying with GDPR, DPDP, GPC, DSA, & PIPEDA
- Partnered with commercial and client leadership teams to align positioning, acquisition strategy, and conversion optimization to revenue outcomes - overall contributed \$50M+ GTV

### Digital Marketing Manager at Awaraj Pvt. Ltd. (travel-tech), Delhi

October 2020 — June 2021

### Marketing And Business Strategy Manager at Aadhya International, Pune

February 2020 — October 2020

- Owned enterprise business expansion for a new vertical; spanning market research, product development, MTO discovery, GTM solutioning, and B2B dealer negotiations while structuring contracts (SOWs, NDAs), leading pricing and partner incentive negotiations to achieve 35–40% CM2, and closing \$350K+ ARR deals with brands like Hershey and Torrent Pharma for shellac coating agents.

## 🛠️ Tools & Platforms

### Expertise in Google Tools

Workspace, Analytics, Search Console, Ads, Trends, Tag Manager, Business Profile, Alerts, Optimize, Looker Studio, 360 suite, AI Studio

### Expertise in Adobe Experience and Marketing Cloud Tools

Analytics, Marketo Engage, Target, Campaign, Express, Illustrator(reviews)

### Other Tools and Platforms

Ahrefs, SEMrush, Screaming Frog, Moz, Ubersuggest, Optimizely, Salesforce, Hubspot, Mailmodo, Freshworks, Hotjar, June, Amplitude, Firebase, Drip, Freshsales, Moengage, Mixpanel, Miro, Slack, Basecamp, Siteliner, ChatGPT, Claude, Perplexity, MS Clarity, Zapier, Hootsuite, Brevo, Clickup, N8N, VEO3, OptinMonster, Clay, Figma, PowerBI, Tableau, Python, MySQL, Make.com  
LinkedIn, Meta, Twitter(X), Bing, Quora, Reddit, Youtube, Snapchat, Tiktok

## 🎓 Education

### Bachelor of Commerce (Hons.), Banking and Finance, Symbiosis College of Arts and Commerce, Pune

2018 — 2021

CGPA: 8.57/10

### Senior Secondary (XII), Commerce, Delhi Public School, Ranchi

Percentage: 93.40%

📄 **References:** Available upon request

## Project Highlights

### Volvo Group (9 divisions, 55 regions):

Owned global SEO/CRO across gTLDs + subdomains for Volvo Trucks, Mack, Renault, Buses, CE, Penta, Financial Services and newer units (Volvo Autonomous Solutions, Volvo Energy), improving digital market share capture by +3% over 18 months through multi-market optimization and performance governance.

### Net Insight AB (B2B):

Led deep competitor + ICP research to reframe positioning, service structure, and priority verticals, then drove a digital platform revamp + lead-gen optimization that tripled lead-to-conversion, contributing to a USD24.5 million annual uplift by 2023 (+24.8% YoY).

## Internships

### Digital Marketing at Royal Hunt Media

January 2021 — April 2021

### PR And Social Media Manager at Young India's Parliament, Pune

April 2020 — May 2020

### Event Management - Main Crew at Only Much Louder, Pune

September 2019 — December 2019

### Marketing Associate at Woovly Pvt. Ltd.

April 2019 — July 2019

### SMM Specialist at MS Media Marketing, Pune

November 2019 — January 2020

### Head of Brand Marketing at TEDxSCAC, Pune

September 2020 — April 2021

### Director Of Media and Content at Bloom Foundation, Pune

August 2020 — February 2021

