

Jyoti Vashisth

Product Marketing | B2B SaaS GTM, Demand Generation, Sales Enablement
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SUMMARY

Product marketer with 5+ years across B2B SaaS and commerce-tech, including two zero-to-one GTM builds — as the first product marketing hire at an AI fintech startup and as co-founder of a D2C brand. Owns positioning, outbound demand generation, sales enablement and lifecycle marketing, with a track record of turning product launches into qualified pipeline.

Tools: HubSpot, CleverTap, Apollo.io, Success.ai, Google Analytics, Meta Ads Manager, Figma, Canva, Notion, Google Suite, ChatGPT, Claude

EXPERIENCE

Rangat, Gurugram | Co-founder Apr 2026 – Aug 2026

Rangat was a D2C enamel jewellery brand, co-founded and launched from scratch; wound down in Aug 2026 due to co-founder misalignment and insufficient runway.

- Launched the brand from scratch with a co-founder; owned product sourcing, website, SEO/AEO, social media and paid acquisition end to end.
- Generated ₹2L+ revenue in the first four months; ran Meta ad campaigns delivering 2L+ impressions.

Mool.ai, Gurugram | Product Marketer Jan 2025 – Apr 2026

Mool.ai is an AI platform that helps capital-market investors discover, analyse and track companies using automated insights and data.

- First product marketing hire; built the GTM function from scratch post product launch — positioning, messaging, outbound and enablement.
- Executed 100+ targeted outbound campaigns to AMCs, family offices, PMS and AIFs, generating 600+ qualified leads.
- Built 25+ sales enablement assets (decks, product walkthroughs, lifecycle flows) to improve meeting-to-pipeline conversion.

Nitro Commerce, Gurugram | Product Marketing Manager Mar 2024 – Sep 2024

Nitro Commerce is a MarTech SaaS company solving customer-acquisition and conversion bottlenecks for D2C brands through AI-powered identification and automation tools.

- Led joint GTM initiatives, bundling NitroX and Nitro Ads with LimeChat, Simpl and WebEngage to strengthen the value proposition.
- Developed targeted email onboarding sequences for NitroX, accelerating product adoption and reducing time-to-value for new clients.
- Created 15+ sales enablement assets (proposal decks, SEO blogs, case studies), contributing to an 18% increase in proposal win rates.
- Planned and executed bi-weekly product showcase webinars for three SaaS offerings, driving a 30% MoM increase in qualified leads.
- Owned PR: built the CEO's industry presence and secured funding-announcement coverage across 100+ media outlets.

DotPe, Gurugram | Assistant Manager – Content Marketing Apr 2023 – Mar 2024

DotPe is a commerce-tech ecosystem digitising offline-to-online business operations with digital storefronts, POS and fintech products; backed by PayU, Google and Temasek.

- Curated 200+ email campaigns across three SaaS products (Digital Showroom, RISTA, DotPe), generating ₹29 lakh in revenue.
- Launched DotPe Capital via targeted email and WhatsApp campaigns, generating 1,500+ qualified leads in the first month.
- Produced and voiced 80+ YouTube how-to and launch videos that opened cross-selling opportunities.

Curelink, Gurugram | Senior Content Lead Jul 2022 – Apr 2023

Curelink is a healthtech company working with doctors to provide holistic care to patients; backed by Elevation Capital and Venture Highway.

- Achieved a ~20% lift in fertility-plan conversion rate through WhatsApp-based lead nurturing campaigns.
- Optimised product landing pages, driving a 14% increase in successful sales-call conversion.
- Grew the company LinkedIn following from 2,000 to 12,000+, raising visibility with both patients and doctors.

SKOPE Business Consulting, Gurugram | Senior Analyst – Content Feb 2021 – Jul 2022

SKOPE is a business consultancy offering digital marketing, HR consulting, business coaching and scale-up strategy services.

- Managed strategy and content for 8 DTC brands with a combined ₹46 lakh budget to design launch campaigns.
- Designed a community-building strategy that grew a client brand's audience to 57K+ mothers through targeted content and events.

FREELANCE WORK & INTERNSHIPS

Frozen Bottle | Web Content Manager (freelance) Nov 2022 – Oct 2023

Totality Corporation | Creative Copywriter Nov 2019 – Jun 2020

Enhance Business Solutions | Content Writer Apr 2019 – Oct 2019

Foodpanda | Content Associate Aug 2018 – Feb 2019

PolicyBazaar | PR & Content Marketing Intern Aug 2017 – Nov 2017

EDUCATION

MBA (Marketing Management) | University of Delhi (Jesus & Mary College) Jan 2024 – Present

B.A. (Hons) English | Maharshi Dayanand University Jul 2015 – Apr 2019