

Vinay Kumar

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Growth-focused Product Marketer with 5+ years scaling startups through strategic GTM execution & performance-driven campaigns. Reduced acquisition costs by **68%** while increasing lead volume by **120%+**, leveraging marketing automation to cut manual workload by 80%.

WORK EXPERIENCE

Deep expertise across SaaS, Fintech, and global markets, executing **product-led GTM strategies**, performance campaigns, and cross-functional initiatives to achieve 2-3x lead growth and significant cost reductions.

Growth marketing | Revv growth

May 2025 - Present

*Leading cross-functional growth initiatives and client engagements, contributing **70%+ of agency revenue** through data-driven campaigns, marketing automation, and end-to-end client delivery.*

- Internal Growth Initiatives
 - Built an Google Ads agent using Claude Code + MCP to monitor performance, flag drops in real time & push campaigns reducing execution time from **half a day to ~20 min** & eliminating manual reporting loops entirely.
 - Automated lead generation and outreach using Claude Code reducing manual workload by 80% and driving 5x higher lead engagement resulting in a **35% lift** in marketing-to-sales conversion.
- Clients Engagements
 - Drove marketing operations for Itilite, optimizing landing pages and CRM workflows to increase leads by 36%, qualified opportunities by 2x, and measurably lower customer acquisition costs.
 - Executed demand generation for HyperVerge through targeted paid campaigns, achieving **327% MQL growth in 3 months** while maintaining ad spend efficiency.

Freelance Product Marketing Consultant

Jun 2024 - May 2025

Provided product marketing & growth consulting for global startups, focusing on strategic positioning, market research, and performance-driven campaign execution.

- Led data-driven product repositioning & website revamp for VDO Intel, aligning messaging with AI-driven risk mitigation use cases driving a **12% MoM lift** in qualified leads and stronger sales enablement.
- Revamped Solify's customer journey by defining personas, refining messaging, and optimizing paid marketing strategies, slashing lead costs by 33.2%, increasing click-through rates by 21%, and driving **\$220K revenue**.
- Developed and executed **full-funnel marketing strategy** for Fityc, integrating email nurture sequences with paid remarketing achieving **21%** higher retention rates and **12%** increase in paid lead acquisition.

Product Marketing | Volopay (YC S20)

Jun 2022 - Jun 2024

*Led a **product-led GTM strategy** across APAC regions, driving **A/B-led experimentation** on customer messaging and lifecycle touchpoints, resulting in 1.5–2.5x ROAS.*

- Performance Campaign Focused
 - Optimized paid marketing funnels through systematic **content experimentation**, for Volopay, **reducing lead costs by 68%** and **increasing lead volume by 120% across APAC regions** through customer research, competitive analysis, and A/B testing contributing to product roadmap optimization.
- Product focused
 - Led **product-led GTM strategy** across APAC markets in collaboration with Product Management, translating product roadmap into targeted positioning and go-to-market campaigns that contributed **\$2.5M+ to ARR growth**.

Performance Marketing Executive | Earning designs

Apr 2021 - May 2022

Managed performance marketing ops across 7+ global client driving paid acquisition & conversion optimization

- Strategically implemented lead generation campaigns for a Redington on LinkedIn and a U.S. based home improvement client Easy Bids on Meta, driving **\$500K+ in combined annual revenue growth**.
- Spearheaded product enhancements & redesigned onboarding flows, collaborating with UX teams to introduce micro commitment, driving a **12% boost in conversions** & increasing avg customer spend from \$31.87 to \$45.70.

Marketing Executive | Synchron machine tools

Dec 2018 - Feb 2020

- Orchestrated end-to-end marketing campaigns for SMT, driving a 38.8% client base expansion and ₹45L (~\$54K) in revenue through Google Ads and IndiaMart, converting 15+ clients nationwide.

EDUCATION

June 2017

- Bachelor of Technology, Mechanical Engineering - Andhra University Visakhapatnam, India