

SHRISHTI JAIN

Growth Marketing Manager | B2B SaaS | Demand Generation, SEO, Paid Media and ABM

Bengaluru, India | +91 95387 08615 | jain.shrish007@gmail.com | [linkedin.com/in/shrishti-jain-007](https://www.linkedin.com/in/shrishti-jain-007)

SUMMARY

B2B SaaS growth marketer with 8+ years across engineering, presales and marketing. Lead a four-person team and own full-funnel demand generation across organic search, paid media, content, website, lifecycle and global field programs. Combine technical fluency with an MBA in marketing to build measurable acquisition programs.

EXPERIENCE

Moxo, Growth Marketing and Events Manager 2022 - Present | Bengaluru

- Lead technical, on-page and off-page SEO across digital PR, partnerships, review platforms and marketplaces. Increased organic clicks 260% and improved average search position from 33.4 to 12.5; over 12 months, monthly organic visits grew 3.3x and monthly leads 2.6x. Tracked website conversions increased from 732 to 6,578 year over year, while organic sourced \$1.9M in pipeline and \$600K ARR across 21 deals at a 32% win rate.
- Restructured paid acquisition around efficiency, reducing paid sessions 50% while increasing paid conversions 673% and conversion rate from 0.27% to 4.19% across Google Ads, LinkedIn, display and retargeting.
- Lead a four-person growth team within a 10-person marketing function, owning demand generation across SEO and AEO, paid media, content, social, website, lifecycle and global field marketing. Partner with sales, product, creative and customer success and manage agencies, freelancers and event vendors. The marketing function sourced \$7.2M in pipeline and \$2.15M in closed-won ARR.
- Run lead operations in HubSpot, including lifecycle stages, lead scoring and the MQL/PQL-to-SQO handoff with sales. PQLs from the homepage AI prompt box convert to SQOs at 12.5%, compared with a 7.4% MQL average.
- Built Moxo's answer engine optimization program from zero, using LLM citation research to identify pages and third-party listings appearing in AI-generated answers and updating content and listings to establish AI-assistant referrals as a measurable channel.
- Built the content system across editorial planning, content audits and refreshes, blog architecture, LinkedIn programming and the Webflow site, including website rebranding. Launched AI-enabled conversion tools, including a website chatbot and self-assessment, and MCP workflows for SEO monitoring, content QA and reporting; on-site conversion increased 40%.
- Own product positioning and category strategy, including a tiered description library across 30+ review sites and marketplaces and a customer-success-led G2 review program that tripled quarterly review volume.
- Lead global field marketing strategy and budgets across conferences, trade shows, webinars, executive dinners and account-based programs in the US, Europe, Middle East, APAC and Australia. Field events sourced \$1.8M in pipeline and 72 SQOs.

Lotus Analytics, Growth Marketing Consultant 2020 - 2022 | Bengaluru

- Led a website rebrand and relaunch, including copy, information architecture and conversion testing, increasing landing-page conversion 35%.
- Built SEO and content strategy using Ahrefs, Semrush and Ubersuggest, increasing organic traffic 120% over 18 months and expanding ranking-keyword coverage 3x.
- Researched competitors and keywords across IT, data analytics, BI and AI segments, translating findings into positioning and a content roadmap.

Cognizant, Business Development Analyst 2021 - 2022 | Bengaluru

- Managed the RFI and RFP lifecycle for Cognizant Infrastructure Services, coordinating pricing inputs, case studies and client collateral across 12+ deals worth \$6M in total contract value.
- Produced competitive intelligence and market analysis to shape go-to-market positioning by geography and industry segment, supporting annual revenue targets for the business unit.

Vodafone, Software Test Engineer, Senior Executive 2017 - 2018 | Pune

- Led system integration, functional and API testing for VOXI, a cloud-hosted MVNO product on AWS for the UK market, achieving zero defect leakage across agile sprints.
- Designed customer-journey tests from online sign-up through activation and coordinated requirements and sprint reporting between onshore and offshore teams.

EARLIER EXPERIENCE AND PROJECTS

FORE School of Management Co-Coordinator, PR and Admissions Cell | 2019 - 2021. Led a 12-person team and a month-long admissions process across five cities for 1,000+ shortlisted candidates from 5,000+ applicants.

Selected internships and projects Careervira product research; Testbook partnerships and co-marketing; PaGaLGuY content and community; POOLit market research and GTM; TIF Labs hardware and IoT research; CDAC embedded-systems projects.

CORE SKILLS

Growth and demand generation Full-funnel strategy, campaign planning, pipeline attribution, lead generation and nurture, lifecycle marketing, sales alignment

Inbound and content Technical and on-page SEO, AEO and LLM citation optimization, content systems, product content, organic social

Paid and conversion Google Ads, LinkedIn Ads, Meta, display, retargeting, landing-page testing, conversion journeys

ABM and field Account-based programs, conferences, trade shows, webinars, executive dinners, global budgeting and vendor management

Product marketing and customer proof Positioning, messaging, launch support, case studies, review-platform strategy, competitive intelligence

Leadership and operations Team leadership, agency and vendor management, HubSpot lifecycle stages and lead scoring, MQL/PQL/SQO handoff, KPI reporting

TOOLS

Analytics and SEO GA4, Google Search Console, Dreamdata, Hotjar, Ahrefs, Screaming Frog, Semrush, Scrunch

Paid and CRM Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, HubSpot, Clay

Web and design Webflow, Figma, Canva, Notion

AI and automation Claude, Claude Code, OpenAI Codex, MCP workflows, n8n, Zapier, Make, custom React tooling

EDUCATION AND AWARDS

MBA in Marketing and International Business FORE School of Management, New Delhi | 2019 - 2021

B.Tech in Electrical and Electronics Engineering Manipal Institute of Technology | 2013 - 2017

Moxo awards Proactive Award 2023; Synergy Award 2024 and 2025