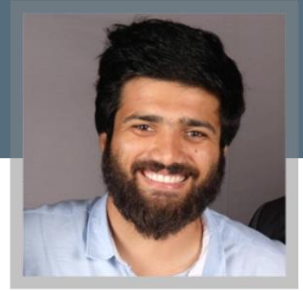


Pranav Divakar



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Proof of Work

- [Revenue Growth Strategy for Whimsical.com \(GrowthX\)](#) - Whimsical
- [Market Research for Heja.io \(Sports Tech Startup\) - Launch in India](#) - Heja.io
- [GTM Plan for All is Well \(a funded Sports Tech startup\) in India](#) - All Is Well
- [Weekly Newsletter breaking down the Business of Sport](#) - Game, Set, Money
- [Building & Managing an Ultimate Frisbee community in Bangalore](#) - Sloppy Discs
- [Personal Musings](#)- Medium

Other Side Projects:

[Chessmate.me](#) | [Discover Webinars](#) | [Funded Pitch Decks.com](#) | [CursorTrack.co](#) | TEDxYouth@Shantinagar |

Work Experience

2022 - 2024

Growth Product Manager, [Elucidata.io](#)

Spearheaded the development of a freemium offering for scientific research labs, leading to over 250% increase in search (findability) sessions on the platform.

Orchestrated a customer onboarding strategy to drive adoption of the premium product, which increased the MAU's by 18%.

Redesigned and established key performance metrics for product tracking, facilitating the creation of a Mix panel dashboard that empowered Customer Success to effectively manage key accounts and enabled the product team to develop a roadmap based on actionable insights.

2020 -2021

Growth Marketing Manager, [Esper.io](#)

Grew Organic traffic by 161% & **increased organic leads by 63%** in 6 months.

Generated **\$225k revenue from SEO** & content efforts.

Implemented Google Tag Manager to manage 3rd party cookies & scripts, driving product analytics.

Performed **keyword analysis, content audits** and managed content writers to create content that was published on the knowledge hub & blogs.

Setup new demand gen channels from 3rd party portals like Capterra, Source Forge, G2 Crowd etc.

Formulated and executed a holistic **content promotion playbook** that targeted niche audiences and optimized content distribution channels, resulting in a 20% increase in website session duration and a 25% rise in lead quality.

2017 - 2019

Head of International Marketing, [LOCUS.sh](#)

Spearheaded the successful **execution of a Go-To-Market (GTM) plan** for B, driving an 800% increase in lead generation that **led to a \$3M revenue** boost in 2.5 years.

Was the **First marketer** in the team. Joined when Locus was at \$250K ARR & was instrumental in growing Locus to \$4M ARR in 3 years. Built a marketing team from ground-up in the process.

Owned multiple **new initiatives** -Built the Content Promotion Playbook, was the POC for Gartner Analysts, Hosted Webinars, Revamped Website, Organized Supply Chain Meetups, Generated Top Tier PR Validations, attended Conferences & executed ABM Campaigns.

2016 - 2017

Customer Success Manager, [LOCUS.sh](#)

Worked in a bi-functional role as a Customer Success Manager and Deployment/Operations Expert; Handled **10+ accounts & grew revenue by 400%** in 10 months.

First member of the Change management team that helped clients go from pilot to production

Handled Rollouts & Pilots at various client locations including warehouses, delivery hubs & offices resulting in a 20% decrease in operational costs for the clients.

2014 - 2015

Youth Outreach Programs Manager, [INKtalks](#)

Managed **Dell Campus Ambassador Program** with 50 colleges across India.

Part of the INK Makers Program team, INK Live 2015 – Ideating, Planning & Executing Make-a-thons.

Organized 3 Hack-a-thons, Live Streamed the INK Conference across 15 colleges.

2014 -2015

Co-Founder

[Startup Journey](#) | [Spoonful Assistive Feeder](#)

Fellowships & Courses



Global Startup Labs



Other Side of Work

I represented India in international junior tennis tournaments and played on the national circuit for about 9 years. I enjoy adventure sports. Some of my most fun adventures were flying like a bird & swimming like a fish! (Sky Diving & Scuba Diving). Learning to Ski is my next goal. I enjoy games, especially those that come in the form of a puzzle. I can solve a regular 3x3 Rubik's cube in less than 2 minutes, and most other cubes in less than an hour. I'm an amateur numismatist (I collect coins). I enjoy playing a variety of sports, some of my current favorites are Ultimate Frisbee, chess, squash, & poker. I intend to travel for a month every single year to a country that I have never been to before. I have travelled to 14 different countries so far.

Pranav Divakar