

CHITRANGADA MISHRA

AI-Native Growth Marketing Specialist

Growth Marketing | Performance Marketing | SEO and AEO/GEO | CRM and Lifecycle | Marketing Analytics | AI Automation
Gurugram, India | Open to remote roles (UK, EU, Middle East and APAC working hours)
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PROFESSIONAL SUMMARY

AI-native growth marketer with 3+ years of B2B and D2C experience combining performance marketing, SEO, CRM, and analytics with hands-on AI tooling. Built the marketing function at an early-stage B2B sustainability firm: 3.2x ROAS on Google Ads Search, about 22% lower cost per lead, 35% more MQLs, and 28% higher lead-to-customer conversion. Brings AI into everyday marketing work (30+ hours saved monthly) and has shipped 25 live AI marketing tools.

PROFESSIONAL EXPERIENCE

Growth Marketing Specialist

PYHeavyee Energy & Building Solutions LLP (B2B Sustainability) | Udaipur, India | Full-time
Dec 2023 – Aug 2026

- Built the marketing function for an early-stage B2B sustainability firm and grew the in-house marketing team, setting up SEO, paid media, CRM, and content marketing operations as one measurable, full-funnel growth program.
- Sustained 3.2x ROAS on Google Ads Search and reduced cost per lead (CPL) by about 22% across Google Ads and Meta Ads through audience targeting, creative testing, and bid optimization.
- Grew marketing-qualified leads (MQLs) 35% and organic search visibility 40% year over year, measured in GA4 and Google Search Console, by leading SEO end to end: keyword clustering, on-page optimization, and technical audits.
- Lifted lead-to-customer conversion 28% by implementing HubSpot CRM with lead scoring to route sales-ready leads (MQL to SQL) and behavior-based nurture sequences across 5+ audience segments.
- Saved 30+ hours per month and increased social engagement 35% by building AI-assisted content workflows with ChatGPT, Claude, Google Gemini, and Midjourney across LinkedIn, Instagram, X, and Facebook.
- Set up AI search as a tracked visibility channel, monitoring how the brand appears in answers from ChatGPT, Claude, Google Gemini, and Perplexity (Answer Engine Optimization and Generative Engine Optimization).
- Reduced campaign reporting errors 30–35% by building GA4, Google Tag Manager, and Looker Studio dashboards for weekly performance reporting.

Digital Marketing Consultant (Freelance)

Skinthirst (D2C Skincare) | Remote
Feb 2023 – Nov 2023

- Grew social-driven organic traffic 22% within 6 months with a content and SEO strategy built on keyword-optimized captions and hashtags.
- Cut time to publish by roughly 40% by bringing ChatGPT and Midjourney into creative ideation and testing.

PROJECTS

AI Marketing Tools | Self-initiated | 2026

- Designed and shipped 25 live, single-purpose AI marketing tools for real growth problems: funnel diagnosis, budget allocation, A/B test planning, UTM tracking, ICP definition, positioning, SEO clustering, AEO/GEO visibility, and CRM automation audits.
- Took each tool from problem definition to a live URL with Lovable, Base44, Bolt, Google AI Studio, and Replit. Portfolio: aisolutiontoolmarketer.netlify.app

AI Automation and Lifecycle Systems | Self-initiated (since 2025)

- Built 7 documented workflow automation case studies in Zapier, Make, Trello, and Klaviyo covering AI lead routing, CRM workflows, and email flows. Portfolio: aiautomationcasestudies.netlify.app

AI Advertising: Visual Storytelling Portfolio | Self-initiated spec work

- Concepted, art-directed, and produced 35 short ad films (one in each of 30 visual styles, plus 5 spec concepts for real brands, unaffiliated) and a series of 10 miniature-world product ads, using ChatGPT, Claude, Google Gemini, and Google Flow. Portfolio: visual-ads.netlify.app

UNLEASH (D2C Ayurvedic Drink) | Volunteer launch strategy | 2026

- Built launch positioning, a 90-day go-to-market plan, and a 5-email nurture funnel from quiz sign-up to first purchase.

Rajvastra (Heritage Artisan Brand) | Brand strategy | 2025

- Built landing page strategy, brand narrative, and an Instagram and newsletter acquisition framework for a heritage brand working with 120+ artisans.

JĀGAR (Indian Coffee Brand) | Self-initiated spec brand | 2026

- Built a single-origin Indian coffee brand from scratch in one day: positioning, identity, packaging for six regional origins, ad creative, short films, a pitch deck, and a live website. Website: jagarcoffeesample.lovable.app

SKILLS

Growth and Experimentation: Growth Marketing, Performance Marketing, Demand Generation, Customer Acquisition, Paid Acquisition, Funnel Optimization, Conversion Rate Optimization (CRO), A/B Testing, Experimentation, Go-to-Market Planning, Budget Allocation

Paid Media: Google Ads (Search), Meta Ads, LinkedIn Ads, Audience Segmentation, Retargeting, Bid Optimization, Creative Testing

SEO and Content: SEO, Keyword Research and Clustering, On-Page SEO, Technical SEO, Content Marketing, Content Strategy, Copywriting, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), WordPress

CRM and Lifecycle: HubSpot, Klaviyo, Mailchimp, Marketing Automation, Email Marketing, Lead Scoring, MQL/SQL Qualification, Audience Segmentation, Lifecycle Automation, Behavioral Email Workflows

Analytics: Google Analytics 4 (GA4), Google Tag Manager, Looker Studio, Google Search Console, Attribution, UTM Tracking, KPI Dashboards, Campaign Analysis

AI and Automation: Generative AI, AI-Assisted Marketing Workflows, Prompt Engineering, Workflow Automation, ChatGPT, Claude, Google Gemini, Perplexity, NotebookLM, Midjourney, Google AI Studio, Google Flow, Google Antigravity, Lovable, Base44, Bolt, Replit, Zapier, Make

Design and Productivity: Figma, Adobe Creative Suite, Trello

Research: Market Research, Competitive Intelligence, Market Opportunity Assessment, TAM/SAM/SOM

CERTIFICATIONS

- AI Fluency: AI Capabilities and Limitations; AI Fluency for Builders, Anthropic (2026)
- Klaviyo Practitioner Certification, Klaviyo (2026)
- The Complete Conversion Rate Optimization Course, Udemy (2026)
- Online Psychology and Persuasion for Conversion Optimization, Udemy (2026)
- Voice of the Customer: Toolkit, Udemy (2026)
- McKinsey Forward Program, McKinsey & Company (2025)
- Advanced Generative AI for Marketing, Microsoft (2024)
- Email Marketing and CRM, HubSpot Academy (2024)
- Google Analytics 4 (GA4) Certification, Google
- Google Ads Certification, Google

EDUCATION

Bachelor of Technology (B.Tech), Civil Engineering | Jaipur National University, Jaipur, India
Moved into digital marketing in 2023 and expanded into AI automation from 2025.

LANGUAGES

English (full professional proficiency)