Ankit Dwivedi, Product Marketing & AI First Growth

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WORK EXPERIENCE

Bynry Inc. (Leadership Team) **Jul 2025 – Oct 2026**

Product Growth Lead - GTM, AI & Product *Pune / US market*

SMART360 by Bynry: utility management SaaS for North American utilities, with 50,000+ meters live.

- Demand generation: Relaunched website and SEO. Website prospects rose 0.3 → 4.4 per month and their share of inbound increased from 2% to 39%. US Google clicks grew from 139 to 942 per quarter (impressions 10.3x); average position improved from 39.3 to 4.6.
- Built the **CRM portal from scratch**: Sales system of record for 33 users and 40 partners, tracking 1,997 prospects and 91 deals, the largest being a $6.1M Sales-owned opportunity.
- ICP scoring engine: 91,617 utilities → 10,913 ICP accounts → 786 routed to channel partners. **Via self-hosted LLM + n8n.**
- **Built No Cap SEO, an answer-engine optimization (AEO) tracker** (self-hosted on VPS): GPT/Gemini cites Bynry on 5 of 8 buyer queries.
- GTM governance: Custom AI-based tracker audited KPIs across 5 GTM lanes biweekly. The audits improved CRO from 0.1% to 1.9% and generated 30 AEO+ MQLs.
- Completely overhauled messaging and GTM channels with an RFP, partners, and credibility-first approach.
- Wrote the briefing, storyboard and multiple RFP and live demo scripts for 51+ utilities.
- Built battlecards, one-pager charts, enablement materials, client dossiers, and feature videos for partners and customer success teams.
- Cut product marketing content production from 2 days to 4 hours with AI workflows, saving 10–15 hours a week.

MetaOption LLC **Mar 2024 – Jun 2025**

Product Marketing *Remote (US hours)*

MetaConstructX, built on Dynamics 365 Business Central, is an all-in-one construction management platform.

- Led launch go-to-market for MetaConstructX: 15 pre-launch leads from Reddit communities and industry events.
- +25% engagement from buyer persona messaging for mid-market construction firms.
- Cut research and first-draft time by ~60% by training an 11-person team on AI workflows.

Bynry Inc. (0-1 Journey) **Sep 2021 – Mar 2024**

Marketing Manager, Product & Ops *Pune*

- Cut the enterprise sales cycle from 9 to 3 months and lifted the SQL rate to 66% with champion kits and objection matrices.
- Helped close Bynry's first paying enterprise utility after an 11-month nurture.
- Built demand from zero on under $600 a month: 300+ MQLs in 9 months, under $18 per MQL.
- Event funnel: 2,500 attendees → 135 MQLs → 7 proposals.

AFour Technologies **Jun 2018 – Sep 2021**

Marketing Executive *Pune*

- +800% US organic traffic (5,200+ new visits a month) from SEO and content strategy.

EDUCATION

NMIMS Mumbai **2022**

PGDM, Marketing *Mumbai*

Savitribai Phule Pune University **2019**

Bachelor of Computer Applications (BCA) *Pune*

CERTIFICATIONS & Tools

- **Certifications:** Product Marketing Core; Sales Enablement Core (Product Marketing Alliance)
- **Tools:** GA4; Google Search Console; Webflow; Supabase/PostgreSQL; n8n; Claude Code; AI derivatives & workflows