

Ankit Dwivedi is a Product Growth Lead

PORTFOLIO

ankitdwivedi.com

CERTIFICATIONS

Product Marketing Core

Product Marketing Alliance, 2024

Sales Enablement Core

Product Marketing Alliance

SKILLS

GTM Strategy

Positioning & Messaging

Competitive Intelligence

Sales Enablement

Demand Generation

Buyer Personas

Product Launch Strategy

Win/Loss Analysis

Data-Driven Decision Making

Cross-functional Leadership

Marketing Analytics & CRM

TOOLS

HubSpot, Salesforce

Google Analytics, SEMrush

LinkedIn Sales Navigator

EDUCATION

PGDM, Marketing

NMIMS Mumbai

2020 — 2022

BBA

Indira College of Commerce

& Science, Pune

2014 — 2019

SUMMARY

Product marketing leader with **7+ years** in B2B SaaS, specializing in taking technical platforms from 0-to-1 in new markets. Core expertise in positioning, competitive intelligence, and sales enablement for complex enterprise sales cycles. Track record: **67%** sales cycle reduction, **300+ MQLs in 9 months**, **2000%** website traffic growth.

67% shorter sales cycles

300+ MQLs in 9 months

5 enterprise clients won 0-to-1

EXPERIENCE

Bynry Inc.

JULY 2025 — PRESENT

Product Growth Lead

Own the full demand-to-pipeline engine for SMART360, an AI-enabled utility management platform.

- Analyzed **100+** utility CIS/billing RFPs to build procurement-aligned competitive battlecards and sales content
- Own positioning, MQL-to-deal enablement, and market research for US utility sector expansion
- Building demand generation and deal-win infrastructure from the ground up

MetaOption LLC

MARCH 2024 — JUNE 2025

Product Marketing Manager

Owned positioning, messaging, and GTM strategy for MetaConstructX, a construction management SaaS.

- Improved demo-to-meeting conversion **15%** and shortened sales cycle **10-12%** through persona-specific enablement
- Increased brand awareness **30%** among target construction firms via competitive positioning and messaging
- Built GTM launch framework adopted cross-functionally by product, sales, and customer success

Bynry Inc.

SEPTEMBER 2021 — MARCH 2024

Marketing Manager, PMM & Growth | Asst. Marketing Manager, US Market

Sole product marketer building GTM from zero for SMART360, a utility SaaS platform.

- Reduced sales cycle from **9 to 3 months** by mapping buyer journey stall points and building persona-specific enablement content
- Generated **300+ MQLs in 9 months** through content-led demand generation tied to product value propositions
- Directly contributed to acquiring first **3-5 enterprise clients** in the company's 0-to-1 market entry
- Repositioned messaging from technical jargon to "Build a Digital Utility of Tomorrow" — generating **35+ MQLs** at next industry event
- Built founder thought leadership program: **30,000+** LinkedIn followers, **12+** industry podcast placements
- Achieved **2000%** growth in US website traffic within **8 months** through SEO and content marketing

AFour Technologies

JUNE 2018 — SEPTEMBER 2021

Marketing Executive

Built content-led growth engine for a B2B software services company.

- Developed sales enablement content library (whitepapers, battlecards, case studies) reducing sales cycle **30%**
- Drove **800%** increase in US website traffic through SEO and product-led content strategy
- Increased email marketing open rates by **43%** through buyer persona segmentation and targeted campaigns