

SUVAM MOITRA

Growth Marketing Specialist | B2B SaaS | Product Marketing | RevOps | GTM Strategy

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PROFESSIONAL SUMMARY

Growth Marketing Specialist with 3+ years of experience helping B2B SaaS startups build scalable growth engines through demand generation, product marketing, RevOps, website strategy, and go-to-market execution.

At HireBound, partnered directly with the CEO and CTO to build growth infrastructure across marketing, product, sales, and operations. Led initiatives spanning demand generation, CRM architecture, website strategy, product positioning, lifecycle marketing, and analytics—generating **615+ SQLs**, executing **30+ outbound campaigns**, rebuilding the company's digital acquisition platform, and contributing to **15+ AI product initiatives**.

Passionate about building repeatable growth systems that combine data, automation, storytelling, and product thinking to help early-stage startups scale.

IMPACT AT A GLANCE

615+ SQLs Generated • 30+ Outbound Campaigns • 15,000+ Decision Makers Targeted • 20+ Website Assets Built • 15+ AI Product Initiatives • 14 SEO Articles Published • 34 Customer Demos Supported • 36 Commercial Proposals Supported

PROFESSIONAL EXPERIENCE

HireBound | AI Recruitment SaaS | Growth Marketing Specialist July 2025 – Present

Partnered directly with the CEO and CTO to build HireBound's growth infrastructure across demand generation, product marketing, RevOps, website strategy, analytics, and go-to-market execution.

Growth & Demand Generation

- Built HireBound's multi-channel demand generation engine across outbound, SEO, content marketing, lifecycle automation, and website optimization, generating **615+ SQLs** through integrated inbound and outbound acquisition.
- Executed **30+ outbound campaigns** targeting **15,000+ decision-makers**, supporting **34 customer demos** and **36 commercial proposals** through highly targeted ICP-based outreach.
- Developed lifecycle marketing campaigns covering onboarding, nurture sequences, product launches, and feature announcements.
- Created acquisition strategies for multiple customer segments using Apollo, Instantly, ClickUp CRM, and AI-powered workflows.

Product Marketing & GTM

- Owned messaging, positioning, launch collateral, and customer education for HireBound's AI recruitment platform across landing pages, product pages, sales enablement assets, and onboarding experiences.
- Conducted competitive research across ATS and recruitment software platforms to refine product positioning and GTM messaging.
- Developed founder communications, press collateral, launch assets, and fundraising communication supporting HireBound's **\$2M seed round announcement**, contributing to widespread coverage across leading startup publications.

- Authored onboarding documentation and self-service knowledge resources integrated with DevRev AI support, improving customer enablement and reducing dependency on manual onboarding.

Website, SEO & Digital Growth

- Led the strategic rebuild of HireBound's digital acquisition platform, delivering **20+ high-impact website assets** including homepage, ICP pages, AI solution pages, product pages, newsroom, case studies, blogs, lead magnets, and conversion funnels.
- Authored **14 SEO-driven long-form articles** and built a **70-article content roadmap** focused on strengthening long-term organic acquisition.
- Leveraged Google Analytics 4, Microsoft Clarity, and Search Console to optimize website performance, user journeys, and content strategy.
- Managed LinkedIn growth initiatives contributing to **41K+ impressions**, **29K+ page views**, **11K+ visitors**, and **14K+ new followers** over an 11-month period.

RevOps, Product & Cross-functional Leadership

- Architected HireBound's first centralized RevOps system by replacing spreadsheet-based workflows with an integrated ClickUp CRM connecting website, outbound campaigns, lifecycle marketing, and sales operations.
- Collaborated with the CTO to design **15+ AI recruitment platform features**, creating PRDs, UX flows, wireframes, onboarding experiences, and product documentation.
- Built reporting dashboards using GA4 and ClickUp, establishing a weekly reporting cadence for marketing, website, and product performance.
- Managed freelancers and external vendors across website projects, marketing initiatives, product launches, and fundraising campaigns while partnering closely with leadership on strategic initiatives.

Perspacity Edutech Pvt. Ltd. | Marketing Specialist

June 2023 – July 2025

- Built end-to-end B2B demand generation funnels across landing pages, LinkedIn, webinars, email marketing, SEO, and content marketing.
- Delivered a high-converting landing page for the IndiGo Communication Training campaign that contributed to **₹50L+ in influenced revenue** while achieving **Top 3 Google rankings**.
- Executed **60+ LinkedIn campaigns**, generating **34,000+ organic impressions** and increasing followers by **800+**.
- Reduced website bounce rate by **15%** and improved engagement by **35%** using Google Analytics, Microsoft Clarity, UX optimization, and A/B testing.
- Produced blogs, case studies, webinar campaigns, email automation, and marketing collateral supporting B2B customer acquisition.

SELECTED PROJECTS

HireBound Website Transformation

Led the strategic redesign of HireBound's complete digital presence, rebuilding the website architecture across homepage, product pages, AI solution pages, ICP pages, newsroom, case studies, blog, and lead generation assets to improve product positioning and customer acquisition.

Product Marketing for AI Recruitment Platform

Partnered with product and engineering teams to define messaging, onboarding experiences, PRDs, UX specifications, and launch assets for **15+ AI-powered recruitment platform features**.

GTM & RevOps Infrastructure

Built HireBound's centralized CRM, lifecycle marketing, reporting, and sales workflows, creating an integrated operating system connecting marketing, sales, and customer onboarding.

CORE COMPETENCIES

Growth Marketing • Product Marketing • Go-to-Market Strategy • Demand Generation • RevOps • CRM Architecture • Lifecycle Marketing • Product Positioning • SEO • Content Strategy • Website Strategy • Conversion Rate Optimization • Marketing Automation • Analytics • AI-Powered Workflows

TOOLS

CRM & RevOps: ClickUp, HubSpot, Apollo, Instantly

Analytics: Google Analytics 4, Microsoft Clarity, Google Search Console

Website & CMS: Webflow, Framer, Wix, Shopify, Sanity CMS, Basic HTML/CSS

Design: Canva, Adobe Photoshop, Adobe Firefly

AI: ChatGPT, Claude, Lovable, DeepSeek

EDUCATION

Bachelor of Technology (Computer Science & Engineering)

JIS College of Engineering

SGPA: 8.56