



# ASHWAT MAHENDRAN

Creative Polymath & B2B SaaS Content-led-Growth (CLG) Specialist

@ ashwatomahendran@gmail.com

(+91) 92052 96746



Date of Birth

Oct 31, 1997

Languages

English, Hindi, Tamil

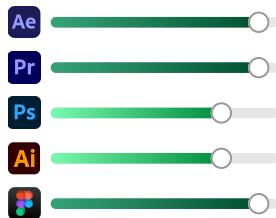
Myers-Briggs Type

INTP-A

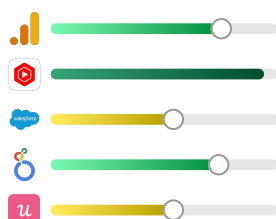
Socials



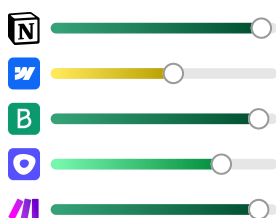
Creative Stack



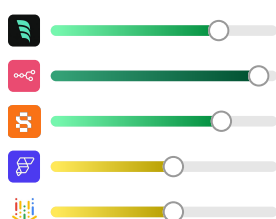
Analytical Stack



Management Stack



AI / Vibe-Coding Stack



## ACADEMIC CREDENTIALS

### Bachelors in Mechanical Engineering

Shiv Nadar University, 2019 Delhi NCR, India

### Specialization in Deep Learning

DeepLearning.ai, 2019 Online

### Specialization in Blockchain Development

SUNY at Buffalo, 2020 Online

### Specialization in TensorFlow

Google Cloud, 2020 Online

## KEY RESULT AREAS

- Organic Growth, and Marketing Operations
- Inbound Lead/Demand Generation
- Sales Enablement
- Content Strategy & Creation
- Community Growth
- Customer Success & Experience
- GTM Strategy & Execution
- Team Leadership & Management
- AI-Powered Content Creation

## RECENT EXPERIENCES

2023 - Present

### Head of Content

**unifize** Palo Alto, CA

B2B No-Code (QMS) Platform for ISO & FDA-Compliant Companies in the US & Canada

- Sales Enablement
- Inbound Marketing
- Product Marketing
- Project Management
- Webinars & Events
- Video Production

- Built a library of over 240 case study videos, driving a 300% increase in organic impressions.
- Reduced sales cycle duration from 180 to 45-60 days through personalized content-led sales enablement.
- Created the public facing knowledge base, including 250+ technical documentation and weekly releases
- Led go-to-market strategy for an AI feature launch, resulting in a 65% boost in inbound MQLs.
- Key contributor to goal \$250k weekly pipeline additions through outbound, PPC, and upsells.

2021 - 2023

### Video Editor → Head of Content

**dukaan** Bengaluru, KA

D2C Enablement Platform for Indian SMBs, competing directly as 'Shopify for India'

- YouTube
- Organic Marketing
- Social Media Marketing
- Podcasts
- Webinars & Events
- Video Production

- Owned the YouTube channel, resulting in 0 → 35k+ subscribers in < 12 months
- Managed the blog strategy & distribution, resulting in 0 → 1.5M+ organic traffic in < 18 months
- Pioneered the 'Dukaan Awards 2022', liaising with 500+ SMBs across India
- Uplifted Onboarding CX score by 85% through in-app helper content
- Designed beautiful Lottie animations for the platform in key user touch points

2020 - 2024

### Founder & Managing Director

**EOSTRIX** Bengaluru, KA

Video Production & Content Marketing Agency for Enterprises Building for US & Canada

- Video Production
- Brand Design
- GTM Strategy
- Social Media Marketing
- Thought Leadership

- Built a team of 10 creative professionals, bringing in \$150K lifetime service revenue before shutting down
- Worked with brands like Antler, Dentsu Global, Virtusa, etc.
- Achieved < 12h benchmark in video production TAT using AI enhancements
- Prototyped a SaaS tool for data-driven decision making in YouTube studio
- Concurrently managed the entire content-led-growth lifecycle for 8 tech & consumer brands

2019 - 2021

### Creative Lead, Meta Platforms

**WebVeda** Delhi NCR

Personal Brand of Ankur Warikoo, the only digital creator with 1M+ following across every popular platform

- Instagram
- Facebook
- Community
- Content Management
- Video Ads

- Created a process-driven system for publishing everyday for 24 months without a break
- Implemented a community SaaS solution for the creator's loyal audience of 500K
- Produced high-performing ad creatives with average retention >60%
- Grew the Instagram audience from 100K to 1M+ in < 18 months
- Earned both Silver and Gold Play Buttons from YouTube from the team

## REFERENCES

Ashwat consistently pushes creative and technical boundaries, delivering compelling, visually stunning content that significantly advanced Dukaan's narrative and reach.

**Suomit Shah**, Founder & CEO, Dukaan [➔](#)

A quintessential contributor, Ashwat played a pivotal role in rapidly scaling our Instagram community from 100K to 1.2M followers.

**Ankur Warikoo**, Founder & CEO, WebVeda [➔](#)

Ashwat excels at blending creativity with strategic thinking, consistently exceeding expectations in content creation, self-driven learning, and team collaboration, making him an indispensable asset to any organization.

**Harish Venkatesh**, Founder & CEO, Become [➔](#)