

MRITYUNJAY KUMAR

📞 +91-8955767511 | ✉️ mrityunjayaa@gmail.com

🌐 mkumar.xyz | India

FULL-STACK B2B SAAS MARKETER

Built & Ran One-Person Marketing Functions | GTM | Product Marketing | Demand Generation

PROFESSIONAL SUMMARY

Full-stack B2B SaaS marketer with 9+ years of experience building and operating one-person marketing functions for founder-led software companies.

Over the last seven years, I've helped B2B SaaS companies navigate the 0–10M ARR stage, where marketing isn't divided into specialists and success depends on building the function from the ground up. Most recently, I spent five years as the sole marketing owner at Bellwether Purchasing Software, leading everything from positioning, messaging, website development, demand generation, SEO, lifecycle marketing, CRM automation, analytics, and sales enablement.

I enjoy joining companies before marketing has established playbooks - working directly with founders, sales, and product teams to understand customers, shape GTM strategy, and build repeatable growth systems through hands-on execution.

SELECTED HIGHLIGHTS

Marketing Leadership

- Built and operated the entire marketing function as the sole marketer for a B2B SaaS company over five years.
 - Experience building marketing systems for founder-led B2B SaaS companies through the 0–10M ARR stage.
 - Comfortable owning both strategy and execution across product marketing, demand generation, website, lifecycle marketing, and analytics.
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Growth & Acquisition

- Managed approximately \$250K in annual acquisition spend across Google Ads, LinkedIn Ads, and Capterra.
 - Increased MQLs by 125% in 6 months through channel diversification at reduced CPL.
 - Increased organic traffic by over 200% in 1 year - making it second-largest contributor to pipeline and revenue.
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Go-to-Market

- Built positioning, messaging, and customer acquisition strategies for multiple B2B SaaS products.
 - Worked directly with founders, sales, and customer-facing teams to improve pipeline quality and revenue outcomes.
 - Experience operating within long B2B buying cycles where success is measured by pipeline and revenue- not lead volume.
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AI-Native Marketing

- Built AI-powered workflows for ICP research, SEO planning, messaging, and content operations.
 - Comfortable integrating AI into day-to-day marketing execution to improve speed, quality, and decision-making.
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CORE EXPERTISE

GTM & Product Marketing

Go-to-Market Strategy • Positioning • Messaging • ICP Development • Product Marketing • Competitive Positioning • Sales Enablement

Growth Marketing

Demand Generation • Paid Acquisition • Funnel Optimization • Conversion Rate Optimization (CRO) • Lifecycle Marketing • Marketing Analytics • Landing Pages

Marketing Operations

HubSpot • CRM Automation • Lead Nurturing • Email Marketing • Workflow Automation • Segmentation • Attribution • Revenue Reporting

Content & Organic Growth

SEO Strategy • Content Strategy • Website Management • Conversion Copywriting • Search Intent • WordPress

AI & Technology

Prompt Engineering • AI Workflow Design • Streamlit • Groq APIs • Structured LLM Outputs • AI-Assisted Marketing Systems

PROFESSIONAL EXPERIENCE

Bellwether Purchasing Software

Marketing Manager

October 2021 – April 2026

Served as the sole marketing owner for a procurement SaaS platform serving SMBs and government organizations.

- Owned the end-to-end marketing function spanning paid acquisition, SEO, lifecycle marketing, content, landing pages, and campaign optimization.
- Managed approximately \$250K in annual acquisition spend across Google Ads, LinkedIn Ads, and Capterra.
- Operated within a six-month B2B sales cycle, optimizing campaigns using downstream indicators such as SDR qualification, demos, opportunities, and revenue potential.
- Reduced channel concentration risk by expanding acquisition efforts beyond Capterra and increased MQLs by 125% at lower CPL.
- Built landing pages, nurture programs, and messaging frameworks aligned to buyer intent across the customer journey.
- Developed HubSpot workflows and nurture sequences to convert low-intent leads into sales-qualified opportunities.
- Partnered closely with sales teams to identify objections, improve lead quality, and increase opportunity conversion.
- Managed website updates and content publishing operations to increase organic traffic by over 200% in 1 year.

- Coordinated external agencies and contractors before progressively bringing most marketing functions in-house.

Selected Contributions

- Transitioned Bellwether from heavy dependence on a single acquisition source by investing in scalable growth channels.
 - Rebuilt paid campaigns internally after an external agency engagement failed to generate results, ultimately producing qualified leads and positive ROI.
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SalesIntel

Digital Marketing Specialist

July 2019 – September 2021

Supported demand generation initiatives for a fast-growing sales intelligence platform competing in a highly competitive market.

- Executed inbound marketing campaigns targeting multiple buyer personas and stages of the buying journey.
 - Managed persona-based email campaigns designed to improve engagement and lead progression.
 - Supported SEO and content initiatives to increase organic visibility and inbound engagement.
 - Developed content aligned to competitive positioning, objection handling, and buyer intent.
 - Collaborated across teams to optimize campaign performance using marketing analytics and performance insights.
 - Contributed to growth initiatives within a market dominated by established competitors such as ZoomInfo.
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Konstant Infosolutions

Content & Digital Marketing Executive

March 2017 – May 2019

- Produced SEO-focused content supporting inbound lead generation efforts.
 - Created marketing collateral and sales enablement assets.
 - Supported digital campaigns across multiple client accounts.
 - Assisted with content optimization and audience targeting initiatives.
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Syon Infomedia

Copywriter

July 2016 – December 2016

- Developed marketing copy across multiple industries.
 - Supported campaign messaging and brand communication initiatives.
 - Collaborated with teams on digital campaign execution.
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AI & AUTOMATION PROJECTS

Built lightweight AI-assisted workflows using Streamlit and Groq APIs to support marketing execution and decision-making.

ICP Strategy Agent ([Test Here](#))

AI-assisted workflow for identifying target customer segments, positioning opportunities, and messaging recommendations.

ContentFlow AI ([Test Here](#))

Multi-channel content operations workflow supporting content repurposing and optimization.

RankFlow AI ([Test Here](#))

SEO planning workflow generating keyword clusters, search intent analysis, and content recommendations.

Tools: Streamlit • Groq APIs • Prompt Engineering • Structured LLM Outputs

EDUCATION

Bachelor of Technology (B.Tech) – Computer Science

Rajasthan Technical University, **2012 – 2016**