

CHIRAYU ARYA

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Built and scaled marketing functions that have driven \$3M+ in potential revenue, grown global communities to 5M+ members, and launched products with measurable customer adoption. Owned client accounts, and partnered with engineering, design, and executive teams to translate technical innovations into narratives that resonate with users. Adept at go-to-market strategy, positioning, data-driven optimization, and customer experience storytelling, with a track record across SaaS, blockchain, and consumer tech.

SKILLS

Strategic & Market Insights: Positioning, Research, GTM Planning, Pricing Strategy, Competitive Analysis, Lifecycle Marketing.

Technical & Product Understanding: Roadmap Translation, Ecosystem Integration, Consumer Messaging, SaaS & Platform Marketing.

Storytelling & Communication: Narrative Development, Copywriting, Executive & Visual Communication, Brand Storytelling.

Cross-Functional Leadership: Global Stakeholder Alignment, Launch Timeline Management, Partner & Vendor Coordination.

Data-Driven Decision Making: Campaign Analytics, A/B Testing, CAC & LTV Optimization, Funnel Performance Analysis, GA4 & Tableau

Creative & Tools: Adobe Creative Suite, Figma, SEMrush, Ahrefs, HubSpot, Apollo, Google Ads, Meta Ads, LinkedIn Ads.

WORK EXPERIENCE

SITEMARKER

Mt. Pleasant, SC

Marketing Manager

May 2025 – Present

- Develop and execute data-driven go-to-market and demand-generation strategies for a SaaS-based construction technology platform, driving 35%+ pipeline growth and 20%+ CAC efficiency gains while aligning marketing with product positioning and revenue goals.
- Design, optimize, and analyze full-funnel marketing systems from awareness through conversion, using analytics platforms, dashboards, and attribution models across 10+ channels, improving conversion rates by 15-20%.
- Collaborate with product, sales, and leadership to build scalable marketing processes and messaging frameworks supporting 40%+ YoY growth.

SCALIS

Miami, FL

Sr. Marketing Manager

Feb 2024 – Apr 2025

- Conducted market research and competitive analysis for a new AI-powered ATS in a crowded HR tech market; developed a targeted SEO and content strategy that drove 35% more inbound leads and generated \$1.47M+ in potential revenue.
- Owned relationships with student communities, and career centers, building trust and driving long-term adoption of a newsletter, improving top-of-funnel engagement, growing it to 250K subscribers with a 53% open rate and 1.5M+ monthly impressions.
- Managed and grew customer engagement through webinars, podcasts, and campaigns, resulting in deeper retention and repeat engagement across audiences.

ELECTRIQ (DRINKS)

Los Angeles, CA

Marketing Manager

Jun 2023 – Jan 2024

- Identified an opportunity to improve search visibility for a SaaS ecommerce platform; implemented a content-driven SEO strategy that grew organic traffic 120% in six months.
- Partnered with clients, and managed relationships in the D2C e-commerce space, acting as the main point of contact for strategy, execution, and reporting.
- Restructured inbound funnels and optimized acquisition touchpoints, leading to 40% more leads and a 20% reduction in CAC.

MATCHAIN

Lisbon, Portugal

Digital Marketing Manager

Jul 2021 – Mar 2022

- Developed positioning and messaging informed by user research and competitive analysis; executed global launch campaigns for \$MAT token that reached 5M+ people and increased engagement on socials by 22%.
- Overhauled strategy across Twitter, Google, and Meta Ads, improving CTR by 38% and driving a 25% boost in user acquisition.
- Collaborated with the engineering team to distill blockchain features into educational threads, market analysis articles, and visual explainers that expanded reach and improved comprehension metrics.

EDUCATION

HARRISBURG UNIVERSITY, *MS in Information Systems Engineering & Management (Artificial Intelligence)*

Harrisburg, PA

DUKE UNIVERSITY, *MS in Management Studies (Business Administration & Technology Management)*

Durham, NC

UNIVERSITY OF DELHI, *Bachelor of Arts (Honors) in Business Economics*

India