

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

Jan 2026 – Present

- Develop and execute data-driven go-to-market and demand-generation strategies for a SaaS-based construction technology platform, aligning marketing initiatives with product positioning and revenue objectives.
- Design, optimize, and analyze full-funnel marketing systems, from awareness through conversion, using analytics platforms, performance dashboards, and attribution models to inform strategic decisions.
- Collaborate cross-functionally with product, sales, and leadership teams to establish scalable marketing processes, messaging frameworks, and operational systems that support company growth.

ENSO HOMES

Austin, TX

Marketing Manager (Remote)

May 2025 – Jan 2026

- Created a brand storytelling framework and managed multi-channel campaigns, which lifted engagement 70% in four months.
- Built and executed marketing strategy including paid Google, Meta and Yelp ads, SEO, and content, increased qualified leads by 60% and reduced CPL by 18% within 6 months.
- Partnered with design and dev teams to translate eco-tech specifications into relatable benefits; implemented an SEO and content plan that boosted local search rankings and organic traffic by 45%.

SCALIS

Miami, FL

Growth 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.

GA3IN VENTURES

Durham, NC

Marketing and Branding Lead

Jun 2023 – Jan 2024

- Led B2B customer acquisition initiatives through targeted outreach, email marketing, and strategic negotiations, onboarding high-value offshore clients and contributing to over \$110,000 in revenue.
- Delivered visual design and user interface solutions including 70+ UI wireframes and interactive components for a technology client, ICAREUM, contributing to the development of a next-generation immersive application.
- Restructured inbound funnels and optimized acquisition touchpoints, leading to 40% more leads and a 20% reduction in CAC.

NATURESERVE

Durham, NC

Product Marketing Analyst

Jan 2023 – Apr 2023

- 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.

MGA INSURANCE SERVICES**Delhi, India****Marketing Coordinator**

Sep 2021 – Mar 2022

- Supervised a team of 4 in executing marketing initiatives and implementing 6 data-driven campaigns to elevate product visibility by 114% and customer attraction by 29%, tracked using Hubspot and Marketo.
- Performed in-depth market research, leveraging Excel tools to analyze key trends and identify target groups, resulting in improved customer segmentation by 36% in 3 months.
- Curated over 50 pieces of targeted advertising content using Photoshop to increase visibility, boosting sales by 21%.

MATCHAIN**Lisbon, Portugal****Digital Marketing Manager (Remote)**

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**DUKE UNIVERSITY, The Fuqua School of Business, GPA 3.6/4.0****Durham, NC****Master of Management Studies:** Business Administration, Management Science & Technology Management)**Capstone Project (Neuralink):** Conducted research on blockchain's role in intellectual property management within brain machine interfaces; proposed decentralized frameworks for neurotech data privacy and innovation rights.**UNIVERSITY OF DELHI****India****Bachelor of Arts (Honors) in Business Economics**