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+91 78991 97617
Bengaluru, India

Links

Portfolio
adi-portfolio-six-alpha.vercel.app

LinkedIn
in/adi-rajesh

Skills

Performance marketing
LinkedIn & Meta ads, retargeting, cold-email & outbound systems, lead generation, CPL optimisation, A/B testing

Organic & brand
SEO / AEO / GEO, content engines, brand positioning, campaign concepting, roundtable events, social

Strategy & RevOps
GTM strategy, funnel design, attribution, 0-to-1 launches, pipeline reporting, workflow automation

Analytics & tools
GA4, Google Tag Manager, Search Console, Apollo, HubSpot, n8n, SQL, Python, Power BI, Tableau, Excel

Certifications

- Google Data Analytics Professional Certificate
- Meta Certified Digital Marketing Associate
- Meta Social Media Marketing Professional Certificate
- SEO Specialization, UC Davis
- Google AI Essentials
- McKinsey Forward Program
- Drug Development & Product Management, UC San Diego

Education

B.Tech, Biotechnology
PES University · 2021 – 2025

Grade 12 (CBSE)
Delhi Public School, Bangalore

ADITYA RAJESH

Strategy & Operations · Growth · RevOps

Profile

I run growth for B2B SaaS end to end: demand generation, brand, RevOps and analytics. I get accounts off a cold start with performance marketing and organic visibility, and when the system I need doesn't exist, I build it with AI, including Kepler, a marketing operating system that points every channel at revenue. I'm as comfortable in the data (SQL, Python, Power BI) as in the market.

Experience

Turbostart
Bengaluru · On-site · Aug 2025 – Present · 1 yr 2 mos

> **Assistant Marketing Manager**
> Apr 2026 – Present
> Run growth and RevOps for two portfolio companies, owning the full pipeline from first touch to qualified meeting to proposal across performance marketing, email, SEO and organic social. Sourced enterprise pipeline (JP Morgan, Northern Trust, SAP, GSK, Kyndryl, Deloitte) into demos and proposals; 70 qualified leads at Rs 1.2K cost per lead, the lowest on the team. Built the RevOps stack the team runs on: a 1,600-contact Apollo database and GA4 / Search Console attribution.
>
> **Junior Marketing Associate**
> Oct 2025 – Apr 2026
> Owned individual marketing channels for portfolio accounts, running themed campaigns and content series that grew organic visibility. Built an AI content and SEO engine that lifted blog output from ~15 to ~120 a month and organic traffic from near-zero to ~9,000 monthly visitors, and ran brand campaigns at 30–40% engagement.
>
> **Marketing Intern**
> Aug 2025 – Oct 2025
> Supported multi-account marketing research and execution, and built the first automations that grew into the team's content engine and Kepler.

Data Analytics Intern · Tech Mahindra
Remote · Feb 2025 – Jun 2025
Built an end-to-end Power BI model scoring each country's COVID outcomes against its capability, using a weighted composite (age index, population density, cost of living, healthcare standard). Shipped a dashboard with a world map, a performance matrix, best/worst performer cards and a top-ten-by-GDP view.

Marketing Lead · Project Ares
Bengaluru · Jan 2024 – Nov 2024
Ran marketing for a pre-seed fashion label: a ticketed launch event (~100 attendees), ~600 items sold in five months, and Instagram from zero to ~2,000 through lifestyle, FOMO and trend-jacking plays.

Projects

Kepler · Marketing operating system (own product, built with AI)
2025 – Present
A self-learning system that makes revenue the goal and optimises every channel toward it, connecting the tools teams already use (Apollo, HubSpot, Zoho, Semrush). 9 modules, 8 live connectors; live and in early use with a handful of teams.