

DEVANSHI

Product Marketing Manager | Brand Strategist | Doctoral Scholar

Delhi, India · Remote · Worldwide

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PROFILE

Product marketing leader who sits at the intersection of research, storytelling, and revenue. PhD-trained in narrative and discourse, Product School-certified in product management. I don't write taglines—I find the unowned axis in a category, build the positioning wedge, and turn feature lists into brands people repeat at dinner

WHAT I DELIVER

- User Research & needs analysis, profile assessments, grievance resolution
 - Positioning that changes the buying conversation, not just the homepage
 - Go-to-market strategies that bridge founder vision, engineering capability, and customer needs
 - Narrative frameworks that product, sales, and growth teams can repeat in one sentence
 - Revenue impact: led a rebrand that coincided with the brand's highest-grossing month on record
 - Data Tracking & Reporting
 - Cross-functional Collaboration
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RELEVANT EXPERIENCE & CERTIFICATIONS

Product Marketing Manager (Freelance / Fractional) | 2021–Present

AI · Beauty & Wellness · Cosmetics · EdTech · Hospitality

- Led end-to-end positioning and GTM for 12+ launches across D2C, B2B, and EdTech.
- AI Developer Tools — Category Repositioning
- Identified a category blind spot: while every AI coding tool competed on "speed," the buyer had shifted from developers typing less to engineering leaders managing code-review risk
- Repositioned the challenger from "fastest agent" to "built to be verified"—private, on-prem, provenance-aware
- Shifted the buying conversation from feature parity to risk ownership, moving the decision from IDE preference to procurement and CISO review
- Result: Reframed evaluation from "whose autocomplete is fastest?" to "whose code can my team actually ship"

Hospitality Brand — 3-Year Rebrand (Luco)

- Led full rebrand: territory, voice, identity system, photography direction, in-property language, and guest journey as narrative arc
- Identified that guests weren't buying rooms—they were buying the feeling of being known
- Result: Brand work coincided with the property's highest-grossing month on record; direct-booking share grew; OTA dependence dropped

Science-Backed Haircare — Brand Voice & Launch (Moxie Beauty)

- Built the "clinical-warm" verbal territory and ingredient storytelling framework for an Indian science-led haircare brand
- Identified that Indian consumers want evidence, not aesthetics dressed as evidence
- Co-developed founder narrative that secured national press coverage
- Result: Fast sell-through on hero SKU; strong early review sentiment

EdTech — Multi-Channel Campaigns (Athena Education)

- Repositioned premium admissions consultancy from "tutoring" to "admit confidence"—parents were buying certainty of outcome, not academic support
- Ran integrated campaigns across paid, organic, and PR; built parent-first content engine and referral mechanic
- Result: Step-change in qualified inbound; substantial drop in cost-per-application; sustained lift in referral share

Higher Education — Institution Repositioning (JSS)

- Rebuilt narrative around alumni outcomes (founders, builders, researchers) to reposition a legacy institution as tech-forward
- Launched alumni-first content series; reskinned messaging across admissions funnel
- Result: Meaningful rise in applications from Tier-1 cities; expanded tech press coverage; brand search volume growth

Product Manager Jun 2024 – Jun 2025

Barghad Enterprises

- Served as the primary contact and liaison for high-value international B2B partners, managing the full consultation lifecycle and ensuring timely, accurate operational support.
- Resolved complex client queries by conducting in-depth profile assessments, utilizing critical thinking to align client goals with strategic outcomes—mirroring the process of diagnosing and fixing partner issues.
- Delivered exceptional business solutions by actively listening to partner concerns, de-escalating tensions, and negotiating mutually beneficial solutions, resulting in strengthened long-term relationships.
- Managed multiple stakeholder expectations simultaneously, demonstrating the organizational agility and multi-channel communication skills required to coordinate across cross-functional teams

Doctoral Research Scholar & Teaching Associate Aug 2023 – Present

Guru Gobind Singh Indraprastha University (GGSIPU), Delhi — Department of Humanities

- Conducted independent doctoral research requiring intensive data interpretation, logical reasoning, and critical evaluation of complex historical and cultural information—skills directly transferable to analyzing Selling Partner data and resolving nuanced support tickets.
- Delivered lectures and tutorials, honing exceptional public speaking and professional oral communication skills.
- Maintained strict confidentiality and adherence to academic data security standards while handling sensitive student records and research data.
- Recipient of the prestigious Indraprastha Research Fellowship, demonstrating a strong work ethic, commitment to excellence, and the ability to handle high-volume, intellectually demanding workloads.

EDUCATION

Ph.D. in Narrative & Discourse — *Submitted (Under Examination) 2026*

Guru Gobind Singh Indraprastha University, Department of English

PERSONAL DETAILS

Date of Birth: 4 April 2000

Languages: English, Hindi

Nationality: Indian

References available on request.

