

Jay Pandeya

Product Marketing Manager | B2B SaaS | GTM, Sales Enablement & AI Workflows

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PROFESSIONAL SUMMARY

Product and digital marketing manager with 3+ years in B2B SaaS. Built the Learnyst marketing team from one person to five, hiring every member end to end. Now the sole PMM for Manifest AI and Bik (Sequoia and YC-backed), owning positioning, competitive intelligence, customer proof and sales enablement across the US and India. Runs an AI-first workflow on Claude that automates ~60% of recurring ad hoc work, which is how one marketer authored 104 of the team's 156 tracked assets.

CORE COMPETENCIES

Product Marketing: Positioning & Messaging, Go-to-Market (GTM) Strategy, Feature Launch Enablement, Market Research & Customer Segmentation, Competitive Intelligence & Battlecards, Case Studies, Sales Decks & Proposals, Sales Training

Leadership: Team Building & Hiring (grew team 1 to 5), Coaching & Onboarding, Structured Interviewing, Cross-functional Stakeholder Management, OKR Planning

AI & Automation: Generative AI Workflows, Claude (Custom Skills, Claude Code, MCP Connectors), ChatGPT, Perplexity, Gemini, Prompt Engineering, AI Answer Engine Optimization (AEO)

Growth & Analytics: Lifecycle & Behavioral Email Automation, Lead Scoring, Performance Marketing (Meta, Google Ads, LinkedIn Campaign Manager), HubSpot CRM, Salesforce (SFDC), GA4, Looker Studio

PROFESSIONAL EXPERIENCE

Product Marketing Manager

November 2025 – Present

Bik and Manifest AI (Sequoia and YC-backed) | Bengaluru | AI shopping and support agents for D2C brands, US, Canada and India

- Built the marketing function's AI workflow on Claude: 5 custom skills (case studies, PMM copy, outbound email, WhatsApp campaigns, prospect storefront mockups) connected to HubSpot, Slack and call transcripts, automating ~60% of recurring ad hoc and repetitive tasks, with a sourced claims library as the review gate on every output.
- Authored 104 of 156 tracked sales and marketing assets as sole PMM, including 30 prospect-specific sales decks and case studies for 35 brands across 6 regions and 21 verticals, each built on call transcripts, a live catalog check and vertical-matched proof.
- Onboarded 4 new AEs across the US and India through a sales training program with 3 of 4 modules rebuilt, a 5-module, 20+ video course for AEs and CSMs, and a 7-part data-training series; interviewed 8 candidates for the performance marketing hire.
- Built the customer proof system: a claims library with a denominator and source on every stat, a locked case study format, and a GSM contribution SOP with a 4-tier incentive structure.
- Built competitive intelligence on 5 named competitors (Rep AI, Ada, Tidio, Zendesk, Gorgias): battlecards used live on sales calls and a 5-page public comparison microsite used across active US deal cycles.
- Shipped a 5-email onboarding sequence triggered off Shopify installs, reaching 192 brands at a ~30% open rate; traced a 27% journey leak, a live double-send bug and an inverted deal-stage label in HubSpot.
- Built the KiwiCo collateral set, mapping 5 AI shopping use cases to their catalog across a custom pitch deck, tiered proposal and kickoff deck that Customer Success adopted as its onboarding blueprint.

Digital Marketing Manager

September 2023 – November 2025

Learnyst | Bengaluru | Course and LMS platform for creators, educators and corporate L&D

- Grew the marketing team from 1 to 5 people, hiring every member end to end (sourcing, interviews, offers, onboarding) and leading their GTM priorities alongside sales, product and customer success.
- Increased inbound lead volume 48% YoY and lifted lead-to-customer conversion 22% by rebuilding multi-channel funnels and tightening audience targeting.
- Opened a new acquisition channel by optimizing for ChatGPT and AI answer engine placement, delivering 600+ leads in a single month at a 4% conversion rate.
- Built a 150+ step HubSpot lifecycle automation that sorts every sign-up into 1 of 3 learner segments, each with its own 7-email branch; still running in production.
- Managed INR 3L/month in paid spend at a 4.2x blended ROAS; cut CAC 27% and grew SQL pipeline 35% through rebuilt attribution and AI-assisted lead scoring.

EDUCATION

Master of Arts, Media and Communication, Christ (Deemed to be) University, Bengaluru

2021 – 2023

Bachelor of Arts, Media Studies and Journalism, MIT ADT University, Pune

2017 – 2020

CERTIFICATIONS

Google Ads Search & Display • HubSpot Inbound Marketing • GA4 Advanced Analytics • LinkedIn Marketing Solutions (all 2024)