



YASH TULSYANI

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Professional Summary

Results-driven Brand Marketing Leader with expertise in B2B SaaS Demand Generation, Growth, Digital Marketing, and Business Development. Skilled in crafting and executing marketing campaigns that drive brand growth and awareness.

Proficient in Content creation, SEO strategy, and market research, with a focus on optimizing lead generation and online visibility. Strong in data-driven decision-making, cross-functional collaboration, and project management, committed to fostering partner relationships and supporting sales in dynamic environments.

Skills & Tech-Stack

Brand Marketing & Strategy

- Brand Positioning & Messaging
- Brand Identity Guidelines Management
- Multi-Channel Campaign Management
- Strategic Digital Marketing & Media Planning
- Paid Media (LinkedIn, Meta & Google)

Communication & Collaboration:

- Cross-Functional Team Collaboration
- Sales & Marketing Alignment
- CRM Management

Lead Gen [Cold Outbound]

- Apollo.io
- Lemlist

Project Management

- Trello, Miro, Figma
- MS Excel, MS Powerpoint

Web Development, CMS & CRM

- Wordpress
- BigCommerce
- Stripe Ecommerce
- Hubspot

Search Engine Optimization

- On-Page, Off-Page, Technical SEO

Web Analytics & User Behavior

- SEMrush
- Google Analytics & Search Console
- Microsoft Clarity

Content Creation

- ChatGPT
- Adobe Creative Suite
- Adobe Premiere Pro

Work History

Turabit AI

Sr. Brand Strategist | Apr 2023 - Present

- Designed and Developed the company website from scratch(using Wordpress), Launched it on 01st June 2024.
- Responsible for SEO Strategy and Content Marketing, initiated in June 2024, 8k-10k Impressions/mo, 400-500 Clicks/mo & Organic traffic of 200-250 users/mo within 4 months of launch.
- Launched Automated Outbound Cold Email Marketing Campaigns, using Lemlist and Apollo, achieved 20 Demo Meetings and 30 MQLs from January 2024 to September 2024, and still counting.

Turabit AI

Brand Strategist | Nov 2022 - Apr 2023

- Joined as an individual contributor in 2022, responsible for building and training 5 people marketing team within 6 months. Responsible for Setting up a successful foundation of Marketing Ops and Marketing Projects Management.

Self-Employed

Content Creator/Influencer | Aug 2019 - Oct 2022

- 200k+ Organic Followers (Built a community of psychology/philosophy enthusiasts)
- Built an all-inbound counselling business with automation and redirection of inquiries received through Facebook and Instagram DMs, utilizing my existing audience. (Avg. 15-20 organic inbound inquiries for personal counselling/Day)

U & I Interiors Pvt. Ltd.

Content Strategist | Apr 2019 - Jul 2019

- Responsible for hosting creative brainstorming sessions, providing guidance and feedback to designers and copywriters.
- Responsible for Pitching creative concepts and strategies to clients and senior leadership teams.

Writopedia Consultants Pvt. Ltd.

Creative Head | Apr 2018 - Mar 2019

- Led the creative team in the development and production of creatives across various mediums, including print, digital, social media, and video.

Education

Diploma - Film & TV Direction | 2019 - 2020

Zee Institute of Media Arts - Mumbai

Bachelor of Computer Applications | 2015 - 2018

GLS University - Ahmedabad