

YASH VARDHAN

AI-First Product Marketing Leader

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Product marketing leader with 10+ years in B2B SaaS (7+ in PMM), now operating as an AI-native marketer who builds systems instead of one-off deliverables. I direct modern AI tools — Claude / Claude Code, MCP, Cursor — as a craft: shipping internal tools, automating competitive intelligence, and producing full campaigns solo that once required a team. Ex-DocketAI (founding marketer, pre-seed → Series A), SpotDraft, Slintel/6sense, Cashfree. 10+ product launches, #2 on Product Hunt, \$5M+ cumulative pipeline.

- **AI as a system, not a button.** Built a self-hosted competitive-intelligence engine, entire design-to-production development system, automated email design + setup for campaigns, cheat-sheets, script generators and more.
- **Ship with taste.** Set the editorial bar on homepage, pricing, and lifecycle copy — AI drafts at speed, human judgment decides what ships.
- **Hands-on in the weeds.** Vibe-code landing pages, dashboards, and email systems end-to-end with Claude Code + MCP — I build the asset, I don't wait for a brief.

HOW I WORK WITH AI

Tooling: Claude & Claude Code, ChatGPT, Cursor, MCP connectors · **Build stack:** React, FastAPI, Python, Supabase, PostgreSQL, ChromaDB, Vercel · **Marketing systems:** PostHog (analytics & dashboards), Mailmodo & Klaviyo (lifecycle email)

- **Hawkeye** — a self-hosted competitive-intelligence platform for my org — Aftershoot — that tracks Imagen AI, Evoto, FilterPixel, Narrative Select, and Adobe, with vectorized change-detection (ChromaDB) feeding positioning and sales enablement.
- **Tutorial Flows** — Built an entire Claude Sonnet powered script-generator for all Aftershoot tutorials where the LLM was grounded with internal knowledge (Slack, Google Drive, Help center articles and release notes) which allowed the video marketing team to generate base scripts in 2 minutes.
- **Streamlined the Figma-to-Design process using Claude Code** — Using Figma MCP, I created an entire process where AI would act as the developer and translate our pages into production-ready pages, designs, emails, and more.
- **Nexus** — personal productivity web app (Supabase + Google OAuth) integrating Calendar, Todoist, Granola, and Spotify into one workflow.
- **AI Chief of Staff** — an ops dashboard wired to 9 MCP connectors that runs my daily planning and reporting.
- **Solo, full-stack campaigns** — landing pages, dashboards, and multi-step email systems built without an engineering or design ticket; documented my solo build process publicly on Substack.

Personal project

Kova Health tracker — Built a web+progressive app health tracker with built-in AI chat that tracks your nutrition and workout routine to help you stay on top of your fitness journey. Try it at coachkova.fit.

CORE EXPERTISE

GTM & Launch Strategy · Positioning & Messaging · Competitive Intelligence · Pricing & Packaging · Lifecycle & Email Marketing · Sales Enablement · Content Strategy · Product-Led Growth · Marketing Analytics (PostHog) · AI Tooling & Automation · Team Leadership

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager · **Aftershoot** May 2025 – Present

AI photo-culling, editing & retouching SaaS for professional photographers.

- **Owned GTM for the L1 platform launch** (“The Preview, by Aftershoot”) end to end — positioning, pricing, and launch comms across web, email, and lifecycle.
- **Re-architected pricing** into modular plans (replacing Essentials/Pro/Max) and ran the migration for ~9,000 impacted users across four segments, with tailored offer mechanics and email sequences.
- **Built Hawkeye**, a self-hosted competitive-intelligence tool tracking five competitors, to keep positioning and battlecards current without manual monitoring.
- **Shipped the Mastin Labs × Aftershoot co-branded campaign solo** (Fuji 400 & Portra 400 AI Styles) — landing page, dual email sequences (Mailmodo + Klaviyo), community FAQ, and video tutorial, vibe-coded end to end.
- **Rebuilt homepage and product-line messaging** (culling, editing, retouching, galleries) outcome-first, and ran messaging research to set the Galleries positioning angle.
- **Designed lifecycle & post-purchase email architecture** (genre-forked, behavior-gated) for new paid users; ran ICP, channel, and churn analysis in PostHog and built the supporting dashboards.

Founding Marketer — Product Marketing & ABM · **Docket** Feb 2024 – Apr 2025

AI sales-engineering platform for enterprise GTM teams.

- **First marketing hire** — took DocketAI from pre-seed to Series A in year one; built a 4-person team and the website, content, customer-marketing, and release processes.
- **Positioned against incumbents** (Glean, Guru, Seismic, Highspot); authored competitive-intel docs and comparison pages.
- **Generated \$800K pipeline and closed \$280K** via ABM, LinkedIn & email outbound, executive outreach and influencer marketing.
- **Launched new product lines** (personalized Documents, RFPs, CMS); drove G2 to 4.8/5 with 40+ reviews in a quarter, earning Market Leader badges.
- **Owned outbound, nurture, and win-back email** — \$250K pipeline in H2 2024.

Product Marketing Lead · **SpotDraft** Dec 2022 – Jan 2024

- **Managed a team of 3** across three consecutive quarters; account upgrades added \$500K ARR. Closed VSCO, Mixpanel, and Spendflo via ABM/outbound (\$300K pipeline).
- **Launched Workflow Manager and the MS Word integration** (+\$20K ACV per deal); redesigned product, use-case and solutions pages.
- **Product Adoption Improvement and Reduced Support burden** (30+ new articles, new UI) — support tickets down 25%; in-app messaging (Chameleon/Refiner) lifted adoption +25% and usage +32%, growing MAU from 2,500 to 4,000+.

Content & Product Marketing Lead (Experimentation) · **Slintel (a 6sense company)** May 2021 – Dec 2022

- **Built “Better Outreach”** (90+ cold-email templates) — #3 Product of the Day on Product Hunt; 7,000+ visitors in 30 days.
- **Led GTM for the Chrome extension** — \$1.2M revenue in two quarters and 10,000+ users before the 6sense acquisition.

- **Ran the 14-part “Rambling Sessions” webinar series** with Jason Bay, Jared Robin, and Belal Batrawy (avg. 400 registrants); secured 15 content partnerships (Close, G2, Recruiterflow).

Earlier Experience

- **Product Marketing Manager · Vizury (Affle) · 2020–2021** | **Product Marketing Manager · Cashfree · 2019–2020**
- **Product Marketing Lead · Insider · 2018–2019** | Campaign & Content Marketing · VWO (Wingify) · 2017–2018
- Product Marketer & Content Crafter · Exotel · 2015–2016

EDUCATION

B.E. (B.Tech), Information Technology · Kalinga Institute of Industrial Technology (KIIT) · 2015