

RIMPI MALIK

Senior Product Marketing Manager

malikden1996@gmail.com | +91 90231 57872 | linkedin.com/in/malik24 | rimpipmmroots.netlify.app

Mumbai, India | Open to remote & hybrid | Available from October 2026

SUMMARY

Senior Product Marketing Manager | 7 years building PMM functions from 0 to 1 across B2B SaaS, AI products, and international market entry. Currently completing a strategic sabbatical, applying behavioural-science frameworks to independent product teardowns and open to senior PMM roles in AI, healthtech, and B2B SaaS beyond edtech.

EXPERIENCE

0-to-1 GTM & AI Product Marketing Lead · Teachmint May 2021 – Mar 2025

- Built the PMM function from zero — positioning frameworks, launch playbooks, messaging hierarchies, and collateral systems that became the foundation for all subsequent product launches
- GTM & Launch:** Launched a net-new AI-powered B2B SaaS product (Teachmint X), driving **21,000+** units sold in under 12 months, **30,000+** active tutors across India, and **35% YoY** revenue growth for the product line
- Led a customer education program launch (Teachmint Academy) with NEP-aligned courses; a Teachers' Day campaign drove **6,000+** enrollments, achieving **30%** uplift in engagement and **25%** improvement in retention
- Positioning & Messaging:** Built a usage-based, personalised messaging framework segmented by product behaviour; developed sales scripts, demo narratives, and product videos that changed how the sales team qualified and converted leads
- Owned and executed live international product launches, coordinating across product, sales, and customer success with a repeatable cross-functional launch playbook
- Represented the company at **15+** industry conferences, generating **500+** qualified leads and closing **3** major enterprise partnerships

International Market Entry & Founding PMM · Shikha Institute (TUMO Mumbai) Apr 2025 – Feb 2026

- Led market entry GTM for a global creative-tech education network, launching India's first centre offering free digital training to **1,500** teenagers annually across robotics, AI, game development, and filmmaking
- Drove **400+** admissions at **90%+** walkout-to-admission conversion; built referral and outreach programs designed as a low-cost, repeatable model for long-term growth
- Supported an institutional partnership with the Nagaland Chief Minister and Education Ministry that resulted in Mission SOAR, a government initiative to transform **1,900+** schools and improve grade-level competency for two-thirds of students up to Grade 8

Content & Channel Growth, Category Management · Unacademy Dec 2019 – Apr 2021

- Built a YouTube content channel from zero to **1M+** subscribers for SSC and Bank Exam prep, scaling the category to the second highest revenue-generating category on the platform
- Drove **45%** category revenue growth through repositioned messaging, sharper audience segmentation, and an optimised content-to-conversion funnel; owned end-to-end from educator sourcing through course monetisation

Customer Insights & Conversion · Vedantu May 2019 – Nov 2019

- Generated **~\$15K USD** in revenue through competitive exam courses by identifying unmet learner needs and building targeted course narratives that converted consultations into enrolments

Growth Campaigns & Team Leadership · WizKlub Dec 2018 – Apr 2019

- Led a team of **8** interns to design and execute **100+** growth campaigns, driving a **50%** increase in app downloads and **30%** rise in DAUs for India's first HOTS-focused learning app

Strategic Sabbatical · Independent PMM Work & Upskilling Mar 2026 – Present

- Applied behavioural-science frameworks to **4** independent product teardowns across **3** categories — healthtech, media tech, and PLG SaaS — translating academic research into PMM positioning decisions

INDEPENDENT WORK

- Positioning Teardown: Qure.ai** — Published. Diagnosed messaging gaps in a WHO-validated AI healthtech company's homepage; identified four buyer types underserved by a single homepage
- Messaging Teardown: Muvi Playout** — Published. Before/after messaging analysis, ICP segmentation, and full page architecture rebuild
- PLG Teardown: Calendly** — Published. Product-led growth audit of onboarding flow with ICP definition, messaging framework, and proposed metrics
- Mock GTM: Fathom AI** — Published. 90-day go-to-market plan including ICP, positioning doc, messaging framework, and onboarding sequence

CORE SKILLS

- GTM & Launch:** End-to-end GTM strategy, 0-to-1 product launches, market entry, launch playbooks, cross-functional execution
- Positioning & Messaging:** Product positioning, messaging frameworks, ICP definition, value proposition, applied behavioural science (cognitive load, anchoring, loss aversion, framing)
- Sales Enablement:** Sales scripts, demo narratives, battlecards, objection handling, product videos, collateral development
- Research & Intelligence:** Competitive intelligence, market research, persona development, customer feedback strategy, A/B testing
- Content & Communication:** Product storytelling, webinar hosting, newsletter strategy, executive presentations, public speaking
- Leadership & Collaboration:** Cross-functional alignment, team management, stakeholder communication, structured frameworks for scale

EDUCATION & CERTIFICATIONS

B.Com, RNTU (First Division) | B.Sc Microbiology, Mount Carmel College

Certifications: Product Marketing Intensive Program | Google AI Essentials | Google Analytics 4 | Salesforce Marketing Cloud | Neuroscience in Marketing (in progress)