Dr. Annesa Ghosh

PRODUCT MANAGEMENT • PRODUCT MARKETING • GROWTH

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PROFESSIONAL SUMMARY

Product-minded marketer moving from three years of hands-on performance and growth marketing execution into product management and product marketing. Currently co-founding a live marketplace startup — directing an AI-assisted build, owning analytics end to end, and translating user research into positioning decisions. Comfortable across GTM strategy, cross-functional collaboration, and data-backed experimentation. Open to Product Management, Product Marketing, or Growth roles, particularly in consumer, D2C, or B2B SaaS products.

EXPERIENCE

Co-Founder | Hasta & Co *Jul 2026 – Present*

Bengaluru (Remote)

- Originated the founding problem from a personally documented failure as a practicing clay artist (a fraud-pattern wholesaler transaction on IndiaMART), translating a lived pain point directly into product positioning
- Directed the build of a live, trilingual (English/Hindi/Bengali) marketplace site using AI-assisted tools (Claude for direction, Lovable for execution); personally configured and tested the GA4 analytics setup across 9 custom dimensions and the Formspree-based waitlist funnel end to end
- Partnered within a 4-founder team under strict evidence discipline — kill numbers agreed before research began, every claim tagged Documented, Observed, or Assumed; contributed to the pivot decision that narrowed 3 stakeholder groups to 2 once evidence pointed to a stronger opportunity on the selling side
- Drove multiple rounds of fixes through direct end-to-end testing rather than assuming a first pass had worked

Product Management Intern | Prewise *Apr 2026 – Jun 2026*

Bengaluru

- Ran go-to-market groundwork end to end for a B2B SaaS prototype (CoWise): prospect research, LinkedIn and email outreach, content calendar, and an investor-facing deck; ran daily scrums and delivered 100% of scheduled deliverables across a 6-week sprint
- Independently built low-fidelity wireframes for an early-stage health platform (Aliko Health) and presented them directly to the client, iterating alongside 2 UX designers and a senior PM through a 2-week discovery sprint

Performance Marketing Manager | Vedantu *Apr 2025 – Mar 2026*

Bengaluru

- Executed multi-channel acquisition campaigns within a strategy set by the growth team; owned day-to-day budget pacing and creative testing, improving campaign ROI by 46% and reducing CAC by 19% through structured A/B testing of creatives, audiences, and bidding
- Managed ₹6.9L+ in Meta spend (Jan–Feb 2026) generating 1,000+ leads; contributed to a combined Google + Meta spend of roughly ₹1.68 crore across the fuller Jan–Jul window, generating approximately 26,000 leads
- Delivered a consistent 5.1x ROAS on a Tamil Nadu Google Search JEE/NEET campaign across two consecutive months (₹5.3L and ₹4.4L spend), applying an evidence-based scaling rule: pause below 1x ROAS, reduce 1x–2x, scale above 2x
- Built performance dashboards tracking acquisition, retention, and revenue metrics; translated data into user-facing insights shared with the product team

Retention Marketer | Vedantu *Jan 2025 – Apr 2025*

Bengaluru

- Managed lifecycle engagement campaigns across WhatsApp, push, and web push (MoEngage, Gupshup); owned segmentation, activation flows, and re-engagement strategy for at-risk user cohorts

Social Media Manager | Tag Media Works *Jun 2023 – Jan 2025*

Chennai

- Owned content strategy and creative direction across client accounts, partnering directly with designers and video editors on content calendars and campaign concepts
- Grew client audiences 60%+ and engagement 70%+ within 6 months, contributing to a 50% increase in campaign-driven sales

EDUCATION

Bachelor of Dental Surgery (BDS) — SRM Dental College, Chennai | 2017–2022

CERTIFICATIONS

- International Certification of Product Management (ICPM) — Institute of Product Leadership
- Certified Associate Product Manager (CAPM) — Institute of Product Leadership
- Writing That Sells — Terribly Tiny Tales
- Generative AI for Digital Marketers — LinkedIn Learning

SKILLS

Go-To-Market Strategy • Audience Segmentation & Positioning • Cross-Functional Stakeholder Collaboration • Content Strategy & Storytelling • Product Analytics (GA4 property setup & configuration, funnel and conversion analysis) • A/B Testing & Experimentation • Product Discovery & Validation • Wireframing (Figma) • Directing AI-Assisted Development • Google Ads • Meta Ads • Jira • Canva • Excel/Sheets • Problem-Solving

PORTFOLIO

dr-annesa-ghosh.github.io/Dr-Annesa-Ghosh-Portfolio — 10 case studies and 4 IPL capstones spanning AI product work, growth and conversion, trust-driven design, and B2B SaaS, including AgriSaathi (AI support copilot), SmartHelp Indigene (support automation), Swiggy (AI rider support), EaseMyTrip, Kisah, Pristyn Care, Medwise, CodeTru, VoltSwap, and a JP Morgan case study.

LANGUAGES

English (Proficient) • Hindi (Proficient) • Bengali (Native) • Tamil (Intermediate)