



Meera Varu
AI-Fluent Marketer
[LinkedIn](#) | [Calend.ly](#)

Data-driven, AI-fluent full-funnel marketer with 5+ years of experience building marketing functions 0→1 and delivering high-impact go-to-market motions, driving substantial organic growth through content, community, partnerships, events, and more. Experienced working with startups and mid-market companies across the United States, Europe, and APJ

CERTIFICATIONS	SKILLS	TECH STACK
- Full-Funnel ABM 2.0 Playbook - FullFunnel.io - Allbound LinkedIn Marketing - FullFunnel.io - AI Fluency: Framework & Foundations - Anthropic Academy - AI Workflow Automation - DeepLearning.AI - Conversion Optimization & Analytics - CXL	- GTM Strategy - Content Marketing & Strategy - Social Media & LinkedIn Growth - Community Building & Partnerships - Field Marketing & Events - CRM, Outbound & Marketing Ops - SEO, AEO & GEO - AI & Automation - Design & Video Editing	- ChatGPT / Claude CoWork & Code - HubSpot / GHL / Salesforce - Clay / ZoomInfo / Apollo - Instantly / Lemlist /HeyReach - Ahrefs / SEMrush / Surfer - GA4 / GSC / Hotjar - Canva / Figma / Premiere Pro / Descript - n8n / Zapier / Asana / Notion - Webflow/ Wordpress / Circle

PROFESSIONAL EXPERIENCE

DataBahn ([databahn.ai](#)) | Marketing Manager | Remote | Feb 2025 – Present

Hired as marketing member #2 to build the function from 0→1; own full-funnel marketing for an AI-powered security data management platform, spanning GTM, content, social, demand gen, CRM, and APJ field and channel programs.

ACV: \$125K avg (up to \$750K) | APJ ARR Target: \$3M | MQL Engine: 60/quarter | Email List: 50 → 13 K+ (260x)

- GTM & Positioning:** Shape go-to-market strategy and messaging across **security, observability, and cost-optimization use cases**, translating a technical product into buyer-ready narratives.
- Website & Content:** Led a **ground-up website rebuild** (structure, messaging, design) that more than doubled traffic to ~13K monthly visits; shipped **18 landing pages, 4 case studies, 8 sales collateral pieces, 5 videos, and 20+ blogs** powering the full funnel.
- Sales Enablement:** Built **sales enablement stack** (sales collateral, battlecards, RFP support, and sales training), arming all AEs and partners worldwide.
- Brand & Social:** Grew organic LinkedIn following from **2K to 34K (17x)** and built an engaged Reddit community.
- Outbound Engine:** Architected a **signal-based outbound system** (Clay, HubSpot, RB2B, HeyReach, Lemlist) with 7-account LinkedIn infrastructure reaching 4,200 prospects/month against a 12–15K ICP database, driving consistent qualified sales conversations.
- Email, CRM & Nurture (HubSpot):** Scaled the email list from **50 to 13,000+ in 12 months (260x)**; built demand gen from scratch with 80+ HubSpot workflows and ABM sequences, owning lead scoring, segmentation, and CRM hygiene end-to-end.
- Field & Channel (APJ):** Owned APJ field marketing (**\$100K budget**: conferences, executive roundtables) and partner co-marketing/channel programs, working in lockstep with sales and leadership.

GoPMM - Product Marketing Community ([gopmm.in](#)) | Founding Member | Remote | Sept 2024 – Aug 2025

Scaled an India-focused Product Marketing community designed to help aspiring and existing PMMs learn and grow

- Grew the GoPMM community to **1,200+ members in 8 months** through organic content, partnerships, and events
- Designed, sold, and taught a PMM foundations course to **35+ students**
- Hosted 12 in-person networking events** across multiple cities, connecting early and mid-career product marketers
- Ran live webinars with leading product marketing managers, with an **average audience of 50+ attendees per session**.

Independent Marketing Consultant | Freelance | 2023 – 2026

Led growth, content, and outbound for startups and agencies across tech and media, embedding with teams to build demand-gen engines end to end.

- Outbound & Demand Gen:** Built outbound engines for Rysyth Technologies and a B2B-tech marketing agency; for Flowtrix, rebuilt the website and built a demand-gen engine that closed 5 accounts and generated \$42K in 1.5 months.
- Content & Social:** Manage LinkedIn and content for Abra; ran content, newsletters, landing pages, and SEO across 7 clients for Fovxr Digital Marketing Agency.
- AI & Creative:** Built a UGC video-creation automation for Flash AI; scripted and directed a 1M+ view OnePlus campaign for a sports presenter; produced product films for Wagon India and India Index.

HSV Digital ([hsv.digital](#)) | Head of Content | Remote | 2023 – 2025

Owned GTM strategy and execution for Microsoft 365, Copilot, Teams, and Azure across enterprise buyers and partner ecosystems, turning complex product narratives into clear, value-driven positioning.

- Promoted to Head of Content in 13 months**, 2x faster than the ~2.5-year corporate average.
- Built **Secure AI Unleashed**, a sales and partner enablement program that framed AI adoption through a security-first lens. Designed **to-seller, to-partner, and to-customer BoF assets** that influenced **premium license upsells**, contributing to a **20% uplift in enterprise renewals**.
- Crafted the **through-partner GTM strategy for Microsoft 365 Copilot**, segmenting **function- and industry-specific ICPs** and translating them into use-case-driven assets. Powered AI Readiness Workshops and the Copilot Adoption Factory, resulting i in **10K+ workshop signups and accelerated upgrades to premium SKUs**.
- Directed **AI Trailblazers**, a global customer advocacy initiative capturing real-world Copilot impact through **video stories, ebooks, and interactive guides**. Delivered **30+ enterprise success stories**, expanding Microsoft’s reference pipeline and strengthening credibility in AI adoption.
- Influenced the launch of **Microsoft 365 Adoption Accelerator**, a dark-mode-optimized content program for IT leaders that drove **120,000+ workshop participants in 2 quarters across 200 partners**, solidifying Microsoft’s footprint in Modern Work adoption.
- Drove creative innovation across mailers, microsites, and sales decks by introducing formats like **interactive videos, animated mailers, and conceptual direct mailers**, boosting campaign engagement rates by **3x**.

EARLY EXPERIENCE & INTERNSHIPS

Founder, Aykara 2023 – 2024 Launched a beauty subscription business from concept to market; secured \$SIP funding as one of 2,317 startups selected from 128,000+ applicants (top 2%)	Freelance Content Writer, Tesla Outsourcing Services 2023 Wrote 20 SEO blogs; 80% ranked in the top 5 pages of search.	Product Management and Marketing Intern, Pixster Studios 2023 Contributed to ASO, ASA, and Google Ads campaigns, plus in-app marketing and retention plans.
Content Writer, Pearl Lemon Group 2022 – 2023 Managed content and SEO across multiple verticals, averaging 4,000 impressions per post.	Content Writer, Infiyug Technologies 2022 Ran content operations and SEO for healthcare and legal clients, increasing online visibility.	AI Intern, Verzeo 2020 Completed a mentor-led AI internship, building ML projects through guided coursework and a team capstone.

FORMAL EDUCATION

- Indus Institute of Technology & Engineering | 2019-2023**
B.Tech (Computer Science)
- Cleared with Distinction
 - Production Head, Computer Engineering Students Associations
 - Member, Rotaract Club

- Krishna Public School | 2017-2019**
High School Diploma in Science
- Cleared with Distinction
 - Marketing Head for Annual Fest
 - A Grade, National Graphics Championship

Know me better: Simply [Book a discovery call](#) or reach me at [meervaru1@gmail.com](#).