# Meera Varu

## Marketing Manager

Go-to-Market Strategy | Demand Generation | Growth Marketing

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### SUMMARY

**B2B SaaS Marketing Manager** with 5+ years of experience building marketing functions from the ground up across enterprise cybersecurity, AI, and cloud technology. Connects positioning and go-to-market strategy with demand generation, lifecycle automation, sales enablement, and field and partner programs. Combines a computer science background with hands-on marketing execution to translate technical products into buyer value and build programs that support pipeline, adoption, and growth.

- Built a founder-led social selling program that reactivated **4 stalled deals worth ~$400K** in pipeline within 2 months.
- Built a demand-generation foundation that grew a marketable email audience from **50 to 13K+ in 12 months** and supported 60 MQLs per quarter.
- Managed 15 APJ and ANZ field programs on a $102.5K budget, influencing **$1.78M in enterprise pipeline**.
- Developed a Microsoft 365 Copilot partner GTM strategy supporting AI Readiness Workshops that attracted **10K+ signups**.
- Rebuilt a consulting client's website and launched a demand-generation program that closed 5 accounts and generated **$42K in 1.5 months**.

### PROFESSIONAL EXPERIENCE

**DataBahn.ai** **Remote**

*Enterprise software company building an AI-powered data platform for security and observability, backed by $59M in funding, including a $40M Series B led by Insight Partners.*

Marketing Manager Feb 2025 - Present

- Built and led a founder-led social selling program using the CEO's LinkedIn network, advisors, and investors to revive stalled enterprise security deals (Closed DQ, Closed Lost, and quarter-shifted). Mapped 900+ CEO-to-CISO relationships, scored each warm-intro path by LinkedIn engagement and shared work history, and ran advisor-led introductions with the sales team, reactivating 4 deals worth ~$400K in pipeline within 2 months.
- Joined as marketing hire #2 and report to the VP of Marketing, helping build the function across positioning, acquisition, lifecycle marketing, and sales enablement for an enterprise SaaS business with approximately $125K average ACV.
- Built the demand-generation infrastructure from scratch, growing the marketable email audience from 50 to 13,000+ in 12 months and creating 80+ HubSpot lifecycle, nurture, and ABM workflows.
- Owned lead scoring, segmentation, and CRM hygiene, supporting approximately 60 MQLs per quarter through a repeatable qualification and nurture process.
- Managed 15 APJ and ANZ field programs and a $102.5K annual budget, coordinating account outreach, partner participation, onsite execution, and sales follow-up to influence $1.78M in pipeline.
- Led a website and content rebuild that increased traffic 3× and demo bookings by 40%, delivering 18 landing pages and 4 case studies.
- Translated security data management, observability, and AI/SOC readiness into buyer-facing messaging and sales materials, delivering 8 sales assets, 5 videos, and 20+ blogs.
- Grew the organic LinkedIn audience from 2K to 35K+ in 8 months, building a repeatable distribution channel for technical product narratives.
- Built a signal-based outbound system using Clay, HubSpot, RB2B, HeyReach, and Lemlist, reaching 4,200 prospects per month.

**GoPMM** **Remote**

*India-focused product marketing community serving 1,500+ members.*

Founding Marketer Sep 2024 - Sep 2025

- Grew the community to 1.5K+ members through organic content, partnerships, and webinars, and hosted 12 in-person networking events across multiple Indian cities.
- Built and launched a product marketing foundations course, owning curriculum, promotion and instruction to enroll 40 students and generate $15K in revenue.
- Developed a practitioner-led webinar program, bringing industry expertise to the community and attracting an average of 100 registrations per session.

**HSV Digital** **Remote**

*Technology marketing agency delivering GTM, product communications and partner enablement programs for Microsoft 365, Copilot, Teams and Azure, including an adoption program spanning 200 partners.*

Head of Marketing Sep 2024 - Feb 2025

*Promoted from Jr. Product Communications Specialist (Jul 2023) and Growth Marketer (Mar 2024).*

- Reported to the CEO and co-founder, and built Secure AI Unleashed, a sales and partner enablement program contributing to a 20% uplift in enterprise renewals.
- Developed the through-partner GTM strategy for Microsoft 365 Copilot, supporting AI Readiness Workshops that attracted 10K+ sign-ups and encouraged premium SKU upgrades.
- Supported the Microsoft 365 Adoption Accelerator, reaching 120K+ workshop sign-ups through 200 partners over 2 quarters.
- Directed a global customer advocacy initiative and delivered 30+ enterprise success stories for sales conversations, partner programs, and campaigns.
- Introduced interactive videos and animated mailers across email campaigns, microsites, and sales decks, increasing campaign engagement 3×.

**MV Digital** **Remote**

*Independent engagements with startups, agencies, and technology companies across positioning, demand generation, outbound, content, automation, and creative production.*

Independent Marketing Consultant — Jul 2023 - Present

- Led the positioning, information architecture, copy, content planning, and design direction for Flowtrix's website, then built a demand-generation program that helped close five accounts worth $42K within six weeks.
- Managed LinkedIn strategy and content for Abra, an enterprise technology consulting group, and delivered newsletters, landing pages, SEO content, and campaign pages across seven Foxxr Digital Marketing client accounts.
- Scripted and directed a OnePlus creator campaign that generated more than 1M views and produced product films for Wagon India and India Index.
- Built a UGC video-production automation for Flash AI, creating a repeatable workflow for developing video content.
- Built outbound and growth programs for Rysysth Technologies and a B2B technology marketing agency, covering ICP research, prospecting, messaging, campaign setup, and execution.
- Produced SEO-optimized content across technology, healthcare, and legal industries. Authored 20 blogs for Tesla Outsourcing Services, with 80% ranking within the first five search-result pages; content at Pearl Lemon averaged 4,000 impressions per post.

**Aykara** — **Ahmedabad, India**

*Launched a beauty subscription business from concept to market; secured SSIP funding as one of 2,317 startups selected from 128,000+ applicants (top 2%)*

Founder and Head of Marketing — Jan 2021 - Jul 2023

- Took the business from idea to launch, developing the subscription model, brand, product selection, supplier relationships, marketing strategy, and customer-acquisition campaigns.

## EDUCATION AND CERTIFICATIONS

**Bachelor of Technology, Computer Science and Engineering,** Indus Institute of Technology and Engineering, India
**Conversion Optimization and Analytics,** CXL
**AI Workflow Automation,** DeepLearningAI
**AI Fluency,** Anthropic Academy
**Full-Funnel ABM, Allbound LinkedIn Marketing,** FullFunnel.io

## TECHNICAL SKILLS

**CRM, Prospecting & Automation:** HubSpot, Salesforce, Clay, ZoomInfo, Apollo, RB2B, Lemlist, HeyReach, n8n, Zapier.
**Analytics & Web:** GA4, Google Search Console, Ahrefs, SEMrush, Hotjar, Webflow, WordPress.
**Content & AI:** ChatGPT, Claude, Canva, Figma, Adobe Premiere Pro, Lovable, Descript.