

# AAYUSHI AGRATHA

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## SUMMARY

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B2B marketer who builds. Shipped Position Pilot — a live 5-agent AI GTM platform — independently in 3 weeks. At SaaS Pay drove 3x SQL growth and 45% CPL reduction as the sole marketer. MSc Strategic Marketing Management, Aston University. Right to work in UK, no sponsorship required.

## EXPERIENCE

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**SaaS Pay** — Marketing Executive & Team Lead • Jan 2022 – Jul 2023

*Early-stage B2B fintech SaaS for payment automation*

- Promoted to Team Lead within 6 months; led inbound marketing and organic acquisition strategy for an early-stage B2B product.
- Built customer-facing messaging that translated complex payment infrastructure into clear value propositions for finance and operations buyers.
- Owned SEO and content-led growth — 3x organic traffic growth by H2, 98% technical health score, keyword strategy, intent-mapped landing pages.
- Built a Notion competitor intelligence dashboard tracking pricing changes and product updates across key competitors; adopted by the team and cut ~6 hours/week of manual research.
- Built a Notion content operations dashboard adopted across marketing, founders, and partnerships — full publishing pipeline with briefs, design deadlines, assignees, and post tracking; became the team's single source of truth for content.

**Aston University** — Marketing Strategy Intern • Feb 2025 – Mar 2025

*National Student Survey engagement campaign, College of Business and Social Sciences*

- Designed an on-campus activation event targeting 2,200+ final-year students, including incentive structure (free pancakes, £5 vendor vouchers, social-share rewards), staffing, and budget allocation against a £2,000 cap; plan approved by Internal Comms lead.
- Built the 8-day promotional rollout across Instagram, email, campus signage, student-rep channels, and TikTok; campaign closed at 1,936 completions (~87% of the 2,237-student target).

**Palik Ltd** — Content Strategist Intern • May 2025 – Aug 2025

*Premium luxury footwear brand*

- Built the brand's content operating system from scratch: 12-week content calendar across Instagram, Facebook, and LinkedIn with weekly themes, copy, hashtag strategy, and linked design assets for 60+ scheduled posts.
- Owned end-to-end brand content for 4 months as the sole content operator: developed editorial series including **#BehindPalik** (craftsmanship), **Know Your Shoe** (product education), and **A Day in the Life of a Palik Man** (lifestyle).
- Wrote long-form brand assets independently: the About Us page, the Founder's page narrative, and 90+ Instagram story ideas; ran competitor website analysis to inform brand positioning.
- Took a dormant LinkedIn page from 2.4 to 13.6 average daily impressions (1,673 total vs. 99 in the prior 2 months; 100 page clicks vs. 6); 24% of page visitors were Marketing or BD professionals.

## PROJECTS

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**Position Pilot** — AI-Powered GTM & Positioning Engine • May 2026

- Designed and shipped a 5-agent GTM system generating positioning, ICP profiles, messaging architecture, launch playbooks, and SEO strategy for B2B SaaS products.
- Architected workflow logic, agent prompts, and JSON output schemas; implemented end-to-end with AI-assisted coding using n8n, PostgreSQL, Docker, and OpenRouter.
- Built human review gates between agent stages; live test generated a complete GTM blueprint at ~\$0.001 per run.

## EDUCATION

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**MSc Strategic Marketing Management** — Aston University 2024 – 2025

**Dissertation:** "Strategic or Symbolic? AI Integration in B2B Digital Marketing" — qualitative research with UK B2B marketers (NVivo 15), mapping a Strategic-Symbolic Continuum of enterprise AI adoption. CIM-accredited program; **BBA in Marketing** — Dayananda Sagar University

## SKILLS

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**Strategy:** Positioning • ICP development • messaging frameworks • B2B SaaS GTM • customer research

**Tools:** n8n • PostgreSQL • Docker • OpenRouter • Notion • GA4 • Semrush • HubSpot • Google Ads • NVivo 15