

PARESH SHRIVASTAVA

Growth & GTM | Data-Driven Marketing | BI & AI

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SUMMARY

Growth marketer who builds his own tools. Builds AI agents for marketing and product development in Claude Code, using loop and graph engineering, with five live products shipped across AI-search visibility, trend detection and content automation. Two years in business intelligence building Tableau and Salesforce dashboards for Fox (USA), one of the world's largest media companies. Before that, led growth strategy, a team of 6-8 and paid budgets at an ed-tech startup.

AI & GROWTH PROJECTS

INDEPENDENT PROJECTS — Builder, AI Growth Tools

Dec 2025 – Present

- **AgentReady** (agentready-app-ten.vercel.app) — checks whether a website is readable by AI answer engines like ChatGPT, Perplexity and Google AI, and flags the structure and metadata gaps that hurt AI visibility. Built for the emerging GEO / answer-engine-optimization problem.
- **GroundTruth** (groundtruth-web.duckdns.org) — checks whether AI models describe a product accurately, flagging wrong pricing, outdated claims and factual drift in what LLMs say about a brand.
- **SEO & AI-Search Opportunity Finder** (in development) — an agency tool that tracks a client's topics across sources and catches rising demand before it gets competitive. Labels each opportunity Write, Watch or Skip with evidence, generates citation-ready drafts, and delivers a GEO-first client report. Competes on timing rather than search volume, and reads a client URL to suggest what to track.
- **Breakwave** (breakwave.vercel.app) — tracks 676+ open-source GitHub repos across 11 AI niches and ranks them by star acceleration rather than raw count. Ships as a daily digest with an email newsletter.
- **TrendMeme Copilot** (trendmeme-copilot.vercel.app) — captures trending meme formats, scores them against a brand's voice and forbidden topics, and generates ready-to-post creatives. Built for social teams and agencies.
- **Beni** (beni-web.vercel.app) — tells you which of your credit cards to pay with on each purchase to earn the most, across US and Indian cards. No card numbers stored.
- **AI agents for marketing & product development** — across these products, building agents in Claude Code with loop engineering (generate, evaluate and refine cycles that self-correct) and graph engineering (branching, stateful multi-step workflows). Used to run acquisition and conversion experiments and to speed up building and shipping.

PROFESSIONAL EXPERIENCE

FUGETRON CORPORATION — Business Intelligence Developer

Dec 2023 – Nov 2025

- Built cost-efficiency dashboards in Tableau on Salesforce for Fox (US), one of the world's largest media companies. The reporting fed spending decisions worth millions of dollars.
- Translated vague business questions from stakeholders into defined metrics and reporting teams actually used.
- Worked end to end with financial and cost data, using the same ROI and payback analysis that drives performance marketing.
- Drove adoption across teams in multiple locations, so the dashboards were used rather than shelved.

VIDYAKUL — Growth Marketing Manager

Oct 2021 – Oct 2022

- Owned marketing and growth strategy and managed a team of 6-8. The startup raised its next round of funding during this period (Financial Express article).
- Managed a monthly paid budget of ₹8-10 lakh in Google Ads; increased ROI by 30% and reduced CAC by 50% by optimizing the acquisition-to-retention-to-sales funnel.
- Scaled digital campaigns alongside offline promotion of paid courses, tripling weekly sales over one month.
- Partnered with Google's Growth Manager team to scale Google Ads (YouTube, UAC, Video UAC), achieving a 3X increase in organic installations and a 2X increase in DAU.
- Grew organic installations and subscribers across 2-3 YouTube channels via viral content and SEO, lifting daily sales by 20% for the month.

- Launched a WhatsApp webinar campaign for doubt sessions, bringing 200+ new students to each session.
- Introduced a notification flow that raised the north-star metric by 30% and weekly sales by 7–8%.
- Improved website SEO and doubled daily app-installation conversions from the website over 3 months.

FREELANCE — Growth Marketer

Jun 2021 – Aug 2021

- Designed the user-acquisition strategy for a US-based early-stage real-estate startup, supported market research, and onboarded the initial 1,000 users.

ARACHNOMESH TECHNOLOGIES (CHANNELIER) — Growth Marketer

Mar 2019 – May 2021

- Led growth for the flagship product Channelier; generated 100 potential clients through content marketing, drip email campaigns, and website SEO.
- Launched India's biggest online FMCG awards event and generated 80 potential nominees through social media, SEO, AdWords, and email marketing while managing a team of 8–9.
- Grew DuPont Water Solutions' Facebook page from 900 to 17,000 followers in 3 months, increasing traffic to its Amazon listing.

SERVICE-BASED STARTUPS — Android Developer

Aug 2015 – Aug 2017

- Spent 2.5 years as an Android and web developer, delivering apps for clients in India and the USA.

CERTIFICATIONS

GROWTHX

Oct 2020 – Dec 2020

- Designed an end-to-end growth plan (acquisition → product improvement → conversion) for Rephrase.ai's initial customers; recognized for the project.

DIGITAL MARKETING NANODEGREE (UDACITY)

Apr 2018 – Aug 2018

- Covered marketing principles, multi-platform ad campaigns, target personas, blogging, and brand growth strategies. Project Portfolio | Certificate.

SKILLS

- Growth & Marketing: Paid Acquisition (Google Ads, Facebook Ads), Funnel Optimization, SEO/SEM, Drip Email, YouTube Marketing, Growth Strategy, Team Leadership.
- Data & BI: Tableau, Salesforce, Dashboard Development, Data Visualization, Cost & ROI Analytics.
- Product & AI: AI-assisted development (Claude Code), shipping web products, Product-Market Fit, UI & UX, Onboarding, Engagement.

EDUCATION

Jaypee Institute of Information Technology, Noida, India

2010 – 2014

- Bachelor of Technology, Information Technology — CGPA: 6.5/10.