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Profile Summary

Marketing professional with 3+ years of experience across digital growth, product marketing, SEO, and go-to-market execution. Experienced in working across marketing, product, and technology teams to drive acquisition, improve digital experiences, and translate product capabilities into customer-facing experiences. Background across healthcare, SaaS, technology, and fintech, with hands-on experience spanning content, websites, user enablement, and AI-enabled marketing workflows.

Work Experience

Marketing Lead — HireQed.ai, Gurugram

APR 2026- PRESENT

- Led the marketing function, managing the team across content, social media, campaigns and marketing operations for both company and client engagements.
- Grew **qualified monthly inquiries from 0 to 30+** across the UK and US through SEO and content-led acquisition, building a direct pipeline for a healthcare client.
- Grew **social media following by 50% in 3 months** through content strategy, format experimentation, and improvements to the creative production workflow.
- Led user enablement for a customized patient management platform, creating interactive guides using instructional design principles; **conducted walkthroughs with 20+ patients** and collaborated with the tech team to translate user feedback into product improvements.
- Led go-to-market execution for client product launches, developing positioning, messaging, content, and cross-channel campaigns to drive awareness and adoption.
- Led end-to-end production of podcast and video content, overseeing shoots, creative execution, post-production, and final delivery.
- Integrated GenAI into content workflows to create interactive content and digital experiences, improving production efficiency and content quality.

Digital Marketing Consultant — Demandlytix, New Jersey, US (Full-time Contract, Remote)

AUG 2025- MAR 2026

- Reworked website content and implemented on-page and technical SEO optimisation, establishing the site's organic search foundation and improving search visibility.
- Improved organic search performance, increasing **click-through rate by 43%** and helping the website appear among the top search results for targeted queries.

Product & Marketing Manager — Health Unwired, Gurugram

MAR 2023- JUL 2025

- Bridged product, technology, and marketing functions, translating platform capabilities into customer-facing messaging, content, and onboarding material.
- Directly **onboarded 15+ experts** to the platform, setting up their profiles and supporting adoption of platform tools.
- Developed product marketing materials for key platform features, communicating their value and use cases to users and stakeholders.
- Conducted user testing and gathered feedback to identify usability gaps, translating insights into recommendations for feature and product improvements.
- Collaborated with the development team to coordinate feature delivery and align product requirements with marketing needs.
- Owned SEO, content, social media, and website marketing to strengthen awareness and engagement around the platform.

Technical Skills

- Marketing: Marketing Strategy, Product Marketing, Digital Marketing, Content Strategy, Go-to-Market
- Growth: SEO, Organic Growth, Lead Generation, Website Optimisation, Content Marketing, Performance Analysis
- Tools & Platforms: Google Analytics 4, Google Search Console, Google Ads, Meta Ads, Canva, CapCut, Camtasia, Premiere Pro, Notion, Trello

Qualitative Skills

- Structured Problem Solving
- Communication & Storytelling
- Cross-functional Collaboration
- Process Improvement & Optimization
- Campaign Planning & Execution
- User-Centric Thinking

Education

Bachelor's in Hospital Administration — University Institute of Health Sciences, CSJM University, Kanpur

2019-2023

Intermediate (Science, ISC) — Heliger Borden Education Centre, Kanpur

2017-2018