KRITIKA UPADHYAY

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SUMMARY

Product marketer who has owned the number, not just the narrative. 3+ years across B2B SaaS and open source: marketing Plane, an open-source Jira alternative, and then building Nexus, a multi-vendor Shopify app, from zero to one and taking it to market. Define positioning and ICP, builds battlecards, and turns complex products into clear launches, help content, and lifecycle messaging. Leads with intuition and taste, tests it in data, and works AI-native.

PROFESSIONAL EXPERIENCE

Marmeto Bangalore, India
Product Manager April 2025 – Present

- **Defined Nexus positioning, messaging, and ideal customer profile (ICP)** with the founders, and built its first marketing pipeline: App Store listing optimisation, Google Search Console (GSC) led content, and directory distribution
- **Led the product launch go-to-market (GTM)**, earning **250+ organic installs in the first week** and converting the **first 5 users to paid enterprise plans** within two weeks
- **Raised merchant activation from 32% to 65.5% in one week** by pairing PostHog behaviour data with targeted Intercom messaging
- **Won back 28% of churned brands as repeat installs** through churn diagnosis and lifecycle outreach
- **Curated *What the Fork***, closed-door developer community events on agency growth, building a partner ecosystem for demand generation
- **Wrote the Nexus help centre and product communication**: help articles, video scripts, and merchant and seller docs that the support team relies on
- **Built Nexus from zero to one**, a multi-vendor marketplace app on Shopify, translating merchant problems and vague requests into features that scale

Self-Employed Hyderabad, India
Personal Executive Assistant June 2024 – March 2025

- **Managed communications** for a senior executive, drafting and triaging emails in his voice
- **Coordinated schedules, appointments, and vendors** across personal and professional affairs
- **Hosted a supper club and coffee experiments** for honest, reflective conversation, and explored culture through travel and tarot reading

Plane Hyderabad, India
Marketing Engineer March 2023 – May 2024

- **Owned GitHub stars as the launch north-star metric**, driving them through content, social, and events; a calculated Hacker News debate three months in earned **82+ stars in 24 hours**
- **Built competitive intelligence from scratch**: 5 research documents and battlecards that shaped the product roadmap, sales pitches, and objection handling
- **Launched Plane's Twitter from scratch** and wrote its product communication: 3 landing pages, 20+ release notes, and 500+ social posts, in step with agile releases
- **Organised a national FOSS event** drawing attendees from across India, and **in-house hackathons with 30+ teams**
- **Managed a 4,000+ member Discord community**, turning recurring feedback into product updates the engineering team shipped
- **Lifted user activation by 15%** by analysing traffic and behaviour across Mixpanel, GA4, and Plausible to time releases

SKILL SET

- **Product Marketing:** Positioning & Messaging, Ideal Customer Profile (ICP), Go-to-Market (GTM) Strategy, Product Launches, Competitive Intelligence, Battlecards
- **Growth & Lifecycle:** Activation, Churn Diagnosis, Win-back Campaigns, App Store Optimisation (ASO), SEO via Google Search Console, Launch Distribution (Website, Content, Socials)
- **Content & Communication:** Product Copy, Landing Pages, Release Notes, Help Centre Documentation, Video Scripts, Social Media
- **Community & Events:** Developer Communities, Event Curation, Hackathons, Partner Ecosystems
- **Product:** Zero-to-One Development, Customer Discovery (The Mom Test), Sprint Execution
- **Tools:** PostHog, Mixpanel, GA4, Plausible, Intercom, Google Search Console, Claude, Alloy

EDUCATION

Bhilai Institute of Technology Bhilai, India
Bachelor of Technology (B.Tech) CGPA: **8.3/10**

- **Leadership:** Organizer for TEDxBITD 2022; Lead Editor for the department's quarterly engineering newsletter