

Abirami Souvaminadane

Data Driven Product and Growth Strategist

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Engineering-trained marketer with experience turning customer insights and quantitative data into product narratives, positioning, and GTM strategy for AI and B2B technology products. Comfortable owning a product story end-to-end, partnering with engineering, sales, and leadership to define strategy, build content, and support launches.

SKILLS

Marketing and Strategy: GTM strategy • Product roadmap alignment • Positioning • Messaging • Market research • Customer insights • Sales enablement content • Experimentation AB testing • KPI dashboards • Funnel analysis • Competitive analysis

Execution and Collaboration: Cross-functional leadership • Stakeholder communication • Creative brief development • UX and UI collaboration • Vendor management • Project and Campaign management • Budget and Resource tracking • Executive presentation

Tools & Analytics: Advanced Excel • Python • HTML and CSS • SQL • Tableau • Google Analytics • LinkedIn Ads • HubSpot • Apollo • CrunchBase • Figma • Lucid Charts • Notion • Canva • Adobe Suites • Predictive Analytics

PROFESSIONAL EXPERIENCE

Business Development Manager | InESS Solutions

Feb 2025 - Dec 2025

- Owned end-to-end delivery of a custom AI interview and test prep solution from POC to production, tightening scope and managing timeline and risk to ship ahead of schedule and cut implementation cost by about 20%
- Developed the client-specific GTM plan and sales enablement as an add-on to the AI delivery, including social posts, email templates, pitch presentations, and sales enablement assets, helping secure 2 additional SOWs
- Built positioning and messaging frameworks using SWOT, perceptual mapping, and competitive analysis across 12 technical products, identifying feature gaps and expansion opportunities to guide roadmap decisions and sharpen GTM
- Conducted market, financial, and customer analysis across 6 key customers to identify pain points and opportunities, presenting insights invoking product roadmap discussions, pricing conversations, and positioning decisions
- Redesigned internal org structure, workflows, and communication cadences for marketing and GTM teams, cutting operational inefficiencies by about 20% and freeing capacity for higher-impact product marketing and launch work
- Partnered with legal to secure IP on 3 innovations and a logo trademark, giving future campaigns defensible product and brand stories, and strengthening differentiation

Business Analyst | InESS Solutions

Aug 2022 - Aug 2023

- Led a cross-functional marketing campaign, coordinating 2 SMEs per team, managing a centralized asset log, and executing content production, using Excel and Tableau KPI dashboards to measure performance and optimize messaging, driving a 30% conversion lift
- Built data-driven proposal decks and executive pitch narratives, quantifying ROI and tying product capabilities to customer KPIs to win 2 new enterprise clients and \$1M each in projected revenue
- Diagnosed workflow friction through customer journey mapping, improved UX and in-app guidance, and authored user manuals for 3 tools to reduce process steps by 12%

Marketing Intern | InESS Solutions

Jan 2022 - Jul 2022

- Produced 30+ targeted assets across social, email, and sales collateral to support integrated campaigns informed by audience segmentation and competitor analysis, improving customer engagement by 300%
- Led a website redesign with a 3-person engineering team, improving UX and SEO content to strengthen key user paths, generating an average of 182 pageviews and 97 unique pageviews every month in Google Analytics

SELECTED PROJECTS

Verifone Market Expansion Strategy: Created an executive strategy roadmap using TAM SAM SOM modeling, competitive analysis, positioning, roadmap prioritization, and revenue forecasting, delivering a GTM plan sized across 107K+ stores

Ultrahuman Retail Strategy: Built a retail growth plan using customer insights, segmentation, KPI dashboards, funnel analysis, and rollout strategy, grounding recommendations in analysis across 3,432 stores

ViacomCBS RuPaul's Drag Race Brand Strategy: Created a brand growth case using STP, SWOT, perceptual mapping, decision matrices, 4Ps, and content strategy, delivering a differentiated positioning and activation plan in a 5-person consulting style team

EDUCATION

MS in Engineering Management | University of Massachusetts, Amherst

GPA: 3.9/4.0

BTech in Computer Science and Engineering | PES University, Bangalore

GPA: 3.3/4.0