

Apoorv Kumar Singh

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Experienced Product Marketing Manager with expertise in B2B SaaS, driving go-to-market strategy, positioning, and messaging across diverse market segments. Proven success in launching products from inception (0-to-1), developing pricing models, conducting competitive analysis, and executing multi-channel marketing campaigns to boost customer acquisition and revenue growth. Ex-Microsoft, NYU Stern MBA.

EXPERIENCE

InterspectAI - SF Bay Area

Feb 2025 - June 2026

AI startup developing an agentic AI-powered platform to automate structured interviews for hiring, research, & more

Marketing and Product Marketing Lead

- **Owned end-to-end product marketing across the B2B and B2C portfolio**, including **positioning, messaging, pricing strategy**, and **competitive analysis**. Collaborated closely with Product and Engineering to conduct iterative testing and validate product-market fit.
- **Spearheaded the GTM strategy** for SpectraSeek (B2C interview preparation product), identifying target **market segments**, defining the **value proposition**, developing the **pricing structure**, and executing a **multi-channel launch** (including email, social media, and strategic partnerships); **achieved ~50 waitlist signups in the initial month** and fostered ongoing university partnership development.
- Established the marketing function from scratch, developing the inbound strategy, brand messaging framework, and integrated marketing campaigns (website, social media, video, sales collateral), which resulted in **~600 monthly website visitors and 500+ LinkedIn followers** within six months.
- Conducted **competitive intelligence and market analysis** to inform product roadmap priorities and positioning strategies across multiple market segments

Doloop Digital - SF Bay Area

Jan 2023 - Nov 2024

Provides growth consulting services for B2B companies

Marketing Consultant

- Developed and executed the **GTM and launch strategy** for a new online productivity course, partnering with developers to prioritize MVP features, creating compelling positioning & messaging for customer acquisition, and defining the pricing and incentive strategy.
- **Architected and implemented a new telehealth service offering**, including developing E2E customer journey maps, defining solution requirements, and integrating a HubSpot-based workflow solution. Successfully onboarded users through comprehensive documentation, significantly surpassing client satisfaction goals.

ContentNinja - Remote

Feb 2020 - Oct 2021

HubSpot solutions partner and digital marketing agency servicing B2B SaaS tech companies

Marketing and Operations Lead

- Developed and executed data-driven, **multi-channel inbound marketing strategies** (including content, email, and social media) aligned with client needs; significantly contributing to ContentNinja's client acquisition and leading to a **233% revenue increase over 18 months**.
- Drove HubSpot adoption by successfully onboarding 10+ clients through team training and process streamlining, conducting regular reviews, troubleshooting obstacles, advocating for feature enhancements, and guiding clients on new functionality; maintained five-star client ratings consistently.
- **Managed the HubSpot partner program, increasing HubSpot revenues by 300%** and achieving **Platinum Tier status** through tailored messaging that highlighted company capabilities and adopted a solution-based approach for client acquisition.

(next page)

- Led **product marketing for the launch of a medical app**, including qualitative research, defining messaging strategy, developing sales enablement materials and communication plans; significantly accelerated user adoption and engagement post- activation.

Tricon Infotech - Hoboken, NJ

Aug 2018 - May 2019

Software services company across all SaaS industries, such as Edtech, Fintech, and more

Marketing Manager

- Led a four-member team to enhance Tricon's digital presence, creating the **digital marketing and content strategy** with a focus on top-of-the-funnel prospects, identifying automation tools, and collaborating with business teams to develop relevant marketing campaigns, leading to a 50% improvement in the content velocity and 20% improvement in social media reach.
- Collaborated with the sales team to create targeted, compelling **collaterals**, including pitch decks, product briefs, and concise one-pagers, catalyzing increased lead conversion rates and enhanced client engagement.
- Led a **cross-functional team** comprising designers, developers, SEO specialists, and copywriters to overhaul the company website, focusing on improving the user experience, more targeted product messaging, and deploying SEO tactics, resulting in a 20% increase in website traffic in three months.

Microsoft - Gurugram, India

June 2012 - June 2016

Customer Success Manager

- Managed \$300K ARR portfolio of 12+ enterprise accounts, helped clients optimize and execute IT projects, provided data-driven recommendations to enhance infrastructure performance, and collaborated with sales and engineering teams to uncover upsell and cross-sell opportunities, resulting in a 10% ARR increase.
- Proactively retained three at-risk contracts worth \$40k/year through tailored engagements designed to showcase relationship value to clients, justified business opportunity to leadership, and gathered exception approvals to execute, subsequently growing contracts by 50% ARR.

EDUCATION

NYU, Leonard N. Stern School of Business - Master of Business Administration

2016 - 2018

Manipal Institute of Technology - Bachelor of Engineering, Computer Science

2008 - 2012

ADDITIONAL

Certifications: Product Strategy (Kellogg Exec. Ed), Product Marketing Certified: Core (PMA)

Tools: HubSpot, Figma, Python, WordPress, MailChimp, Miro, HootSuite, ClickUp/Trello, Google Analytics,