

Visisht Veldurthy

Strategic Marketing Leader · Deep Tech & EV · GTM, Brand & Demand Generation

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PROFESSIONAL SUMMARY

Strategic marketing leader with 9+ years of experience across deep tech, EV, BFSI, automotive, and consumer brands, specialising in GTM strategy, product positioning, demand generation, brand building, and executive communications. Experienced in building marketing functions from the ground up, driving inbound pipeline growth, and translating complex products into clear market narratives that support business growth and category differentiation.

CORE COMPETENCIES

Go-to-Market Strategy | Product Marketing | Product Positioning | Demand Generation | Brand Strategy | Executive Communications | Corporate Communications | Integrated Campaigns | B2B Marketing | Stakeholder Management | Cross functional Leadership | PR and Media Relations | Event Marketing | SEO and Content Strategy | Budget Management

WORK EXPERIENCE

Senior Marketing Manager

March 2023 - March 2026 · Chara Technologies Pvt. Ltd.

- Built and led the company's marketing function end to end as the first marketing hire, driving brand, product marketing, demand generation, PR, executive communications, events, and category positioning.
- Defined GTM and positioning strategy for SynRM motor systems, establishing them as a viable rare earth free alternative to PMSMs across EV and industrial mobility applications.
- Generated 200+ inbound SQLs and contributed to an INR 20 Cr+ sales pipeline through integrated B2B demand generation across LinkedIn, website, PR, expos, and content led marketing.
- Developed and scaled the company's digital presence from the ground up, growing LinkedIn audience from 3,000 to 20,000+ followers while improving engagement rates from 3 to 4% to approximately 8%.
- Led PR and media relations resulting in coverage across The Ken, The Hindu, Times of India, Forbes India, and leading EV and mobility platforms.
- Managed an annual marketing budget of approximately INR 2 Cr spanning digital campaigns, branding, expos, content, and traditional marketing.
- Led founder and executive communications strategy, including ghost-writing, keynote presentations, thought leadership positioning, and strategic messaging for investor, media, and industry facing communication.
- Collaborated with engineering, sales, leadership, investor facing teams, agencies, and stakeholders to align marketing with business and commercial objectives.
- Represented the company at domestic expos, innovation forums, and ecosystem events, and supported international visibility including iVT Expo in the USA.
- Built market visibility across India, the US, and Europe through content led inbound marketing and strategic communications.
- Led a full-scale rebranding initiative covering messaging architecture, brand positioning, communication frameworks, and visual identity systems.
- Contributed to industry recognitions including Marico Innovation Foundation Indian Innovation Icons (2025), Matrix Startup Awards (2024), and Forbes India Select 200 (2023).

Marketing Lead

June 2022 - February 2023 · Stockal

- Led multi-channel B2B2C marketing campaigns in collaboration with BFSI partners including HDFC, Motilal Oswal, and IIFL, improving lead quality and customer engagement across the funnel.
- Helped drive investment inflows worth approximately INR 1 Cr through targeted email marketing and customer communication initiatives.
- Managed a team of 4 across content, CRM, and campaign execution functions.
- Implemented personalised marketing automation and lead nurturing workflows using MoEngage, LeadSquared, and WebEngage.

Assistant Manager, Content Development and Senior Strategist

July 2021 - June 2022 · Rizzle

- Led an 8-member content and strategy team, improving campaign turnaround timelines and cross functional coordination across content and platform initiatives.
- Developed research driven social and platform communication strategies focused on improving engagement, retention, and consistency across user touchpoints.
- Standardised brand voice and communication systems across in app messaging, push notifications, app store communication, and platform facing content.

Copywriter Specialist

April 2021 - July 2021 · Pyxis One

- Delivered performance focused advertising and digital communication campaigns for clients across automotive, healthcare, BFSI, real estate, and consumer sectors.
- Developed brand research and audience insight frameworks that improved pitch effectiveness and campaign alignment.
- Contributed to higher campaign engagement and click through performance through targeted copywriting and digital communication strategies.

Lead Copywriter, Senior Copywriter, Copywriter, Management Trainee

March 2017 - April 2021 · WATConsult (Dentsu)

- Progressed across four roles over nearly four years within one of India's leading digital agencies, working across Fortune 500 brands, integrated campaigns, digital first launches, and business development.
- Led and contributed to integrated communication and content strategy across brands including Jockey India, Yamaha, Toyota Gazoo Racing, SAP, Himalaya, Columbia Pacific Communities, and 3M.
- Played a key role in campaigns including NothingFitsBetter for Jockey, Himalaya MEN x RCB collaborations, and Jockey India x Bengaluru FC digital campaigns.
- Managed and mentored junior writers and collaborated with strategists, designers, and account management teams across multi brand campaign execution.
- Contributed to pitch strategy, brand storytelling, and creative presentations that supported new business acquisition and client retention.
- Supported campaign optimisation across SEO, organic social, paid media, and integrated digital communication initiatives.
- Contributed to award winning campaigns recognised by ET NOW, Big Bang Awards, and ICL Awards.

TOOLS AND TECHNOLOGIES

GA4 | LinkedIn Campaign Manager | LeadSquared | WebEngage | MoEngage | SEMrush | Ahrefs | WordPress | Canva | Adobe Premiere Pro | Generative AI Tools

EDUCATION

MBA, Communication Management (Advertising)

2015 - 2017 Symbiosis International University

Bachelor of Technology, Information Technology

2011 - 2015 GITAM University

CERTIFICATIONS

Generative AI in Marketing Specialization

2026 UVA Darden School of Business via Coursera

Courses: Content Marketing Using GenAI | Advertising in the Age of GenAI | Customer Service in the Age of GenAI | Building GenAI Capabilities

Inbound Marketing Certification

2026 HubSpot Academy

Digital Marketing Certification

2026 HubSpot Academy

Social Media Marketing Certification

2026 HubSpot Academy

Professional Diploma in Digital Marketing

2016 Shaw Academy

AWARDS AND RECOGNITION

- Indian Innovation Icons, Marico Innovation Foundation (2025)
- Winner, Innovation Category, Matrix Startup Awards (2024)
- Forbes India Select 200 Companies, Forbes India and DGEMS India (2023)
- Best Website of the Year, ET NOW (2020)
- Integrated Digital Campaign of the Year, Big Bang Awards (2019)
- Best Content in Real Estate Blog and Website, ICL Awards (2019)
- Best Content in Digital Campaign for a Cause, ICL Awards (2019)