



Ishan Basak

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Work Authorization: U.S. STEM OPT | Authorized to work without employer sponsorship through July 10, 2027
Future sponsorship required thereafter.

CAREER OVERVIEW

Growth marketer with 6+ years across **growth, demand generation, paid acquisition, content, GTM, and pipeline development**, including building an AI startup's growth engine from zero. Hands-on experience across **ICP strategy, ABM, outbound, Google/Meta acquisition, CRO, lifecycle, founder-led content, partnerships, SEO/AEO/GEO, and attribution**. Built repeatable acquisition systems spanning prospecting → content → landing pages → measurement → sales conversations, with a focus on turning channel insights into scalable pipeline. Entrepreneurial operator comfortable working directly with founders in zero-to-one environments and owning ambiguous growth problems end to end.

WORK EXPERIENCE

Aliveo AI, Austin, Texas | Growth Marketing Lead (Remote, Part-time)

January 2026 – September 2026

- Built Aliveo's zero-to-one growth engine across ICP strategy, multichannel acquisition, landing-page/CRO planning, UTM and GA4 instrumentation, content, ABM, and partnerships
- Built a repeatable **content → distribution → landing page → lead-generation** framework across LinkedIn, SEO/AEO/GEO, thought leadership, and product marketing
- Developed Aliveo's **founder and company thought-leadership engine**, translating technical AI workflows into content for paid-media and marketing leaders; helped drive a measured **460% increase in LinkedIn impressions** and significantly stronger site engagement from organic social
- Built AI-assisted marketing workflows using **ChatGPT, Claude Code, and Codex** to accelerate research, content development, prospecting, and GTM execution

DynPro Inc., Raleigh, North Carolina | Content Strategist (Go-To-Market) (Remote, Part-time)

June 2025 – November 2025

- Launched DynPro's Salesforce-focused go-to-market content strategy targeting mid-market and enterprise buyers
- Built multi-channel social and SMS campaigns with ISV partners to drive lead generation, brand visibility, and long-term client relationships across North America and Canada

Law Offices of Keshab Raj Seadie, P.C. (LOKRS), New York, NY | Digital Marketing Analyst (Part-time)

March 2025 – July 2025

- Owned performance marketing across **Google Performance Max and Meta**, optimizing campaigns, landing pages, targeting, and conversion paths to increase **qualified leads by 25%**
- Built **GTM/GA4 measurement architecture** around consultation inquiries, calls, and bookings, connecting paid-media spend to qualified demand rather than surface-level engagement metrics
- Applied technical SEO, CRO, and conversion analytics to identify acquisition bottlenecks and improve landing-page performance

CREWASIS, New York, New York | Team Lead, Go-To-Market (GTM) Strategy (Internship)

September 2024 – March 2025

- Built and optimized **Apollo and HubSpot outbound programs** for B2B clients, increasing response rates by **22%** and creating a more repeatable path from prospecting to sales conversations
- Launched A/B-tested email marketing campaigns, increasing click-through rates by 28% and lead-to-demo conversion rates by 20%
- Spearheaded LinkedIn content initiatives, leading to a 3x increase in engagement and 40% follower growth in under two months

Pace University Lubin School of Business, New York, New York | Graduate Research Assistant

September 2023 – May 2024

- Conducted SPSS-based statistical analysis on survey data from 645 respondents, using Pearson's correlation and related tests to evaluate two hypotheses and uncover relationships between ethical attitudes, test anxiety, and need for social approval

The Fresh Air Fund, New York, New York | Communications Intern

June 2023 – August 2023

- Crafted and published press releases based on 110+ interviews, using targeted SEO, SEA, and backlink strategies to boost organic website traffic by 60% and search visibility by 40%
- Developed a Salesforce database to streamline participant profiling, enhancing campaign effectiveness and engagement by 40%

Relevel by Unacademy, Kolkata, India | Content Editor (Full-time)February 2022 – December 2022

- Built SEO-led content and distribution programs that increased **web traffic by 30%, CTR by 25%, and organic traffic by 40%**, combining editorial execution with technical optimization and analytics
- Managed email and digital campaign optimization through GA/GTM, contributing to an **18% increase in lead generation** and improved conversion performance
- Executed an email campaign that increased lead generation by 18%, with a 22% open rate and 12% conversion rate

Surgypedia, Kolkata, India | Entrepreneur-in-ResidenceFebruary 2021 – February 2022

- Operated across **sales and marketing as an Entrepreneur in Residence**, supporting customer discovery, prospect outreach, campaign messaging, and early GTM experimentation in a zero-to-one environment

Byju's, Bengaluru, India | Inside Sales Associate (Full-time)August 2020 – January 2021

- Exceeded sales targets by 30%+ for three consecutive months at BYJU'S, earning Star Performer recognition for customer acquisition and commercial performance

PROJECTS

Exploring the Impact of Emoji Usage on User Engagement in YouTube Comments (Capstone Project), Pace University, New York | Market Research ([GitHub Link](#))

- Employed sentiment analysis to 182,545 YouTube comments and over 900 emojis to uncover paralinguistic cues, finding two emojis with a statistically significant positive correlation ($p < 0.05$) to comment likes, enhancing understanding of how visual elements influence digital interactions

The Relationship between Attitudes toward General Ethical Dilemmas and Two Personality Traits: Test Anxiety and Need for Social Approval (Research Project), Pace University, New York | Market Research ([GitHub Link](#))

- Analyzed survey data from 645 undergraduate and graduate students, finding that test anxiety showed significant correlations with 2 of 10 ethical dilemmas and need for social approval with 3 of 10 dilemmas, demonstrating how non-moral personality traits influence ethical decision-making and business ethics outcomes

SKILLS and CERTIFICATIONS

- Growth & GTM:** Pipeline Generation, GTM Strategy, ICP Development, ABM, Demand Generation, Growth Experiments, Performance Marketing, CRO, Lifecycle Marketing, Partnerships, Founder-led Growth, Content Strategy, Product Marketing, AEO/GEO, SEO
- Acquisition:** Google Ads, Meta Ads, LinkedIn Ads, Microsoft Ads, Apollo, HubSpot, Email Marketing, Outbound, Landing Pages, Organic Social
- Analytics:** GA4, Google Tag Manager, Looker, Salesloft, SEMrush, Ahrefs, Tableau, SQL, Attribution, UTM Architecture, Conversion Analytics, A/B Testing
- AI:** ChatGPT, Prompt Engineering, Claude Code, Codex, AI-assisted GTM workflows
- Certifications:** Digital Product Management Certificate, University of Virginia Darden School of Business, 2024

ACHIEVEMENTS

- Wrote and curated a TEDx talk for an Indian actress at the inaugural TEDx Fulcrum event, Jaipuria Noida
- Star Performer** award at Byju's for record-breaking sales three months consecutively, exceeding team targets by 30%+
- Received 3 Special Mentions, 2 High Commendations, and 1 Honorable Mention at MUN debates for exceptional debating skills

EDUCATION

Pace University, New York, NY (MS) in Marketing, Social Media and Mobile Marketing, (GPA 3.97)January 2023 - May 2024

Jaipuria Institute of Management, Noida, India – MBA in Marketing & OperationsMay 2018 – March 2020

University of Calcutta, Kolkata, India - Bachelor of Commerce (B. Com Honors) in Accounting & FinanceJuly 2013 – August 2016