Aryan Sharma

+91 80578 79595 · aryansha95281@gmail.com · LinkedIn · X (Twitter) · Portfolio · Bengaluru, IN

B2B SaaS Developer Growth & Go-to-Market (GTM) professional with 2 years at Cloudflare and Dyte; generated $330K+ ACV pipeline, led PLG initiatives, built Agentic AI systems, and scaled developer acquisition across US, APAC & EMEA.

WORK EXPERIENCE

Growth Marketing Manager

05/2025 - 06/2026

CLOUDFLARE | Bengaluru

Co-Founded Cloudflare's GCC India (Developer GTM org); Owned demand generation for the Developer Platform across APAC & EMEA.

Demand Generation & Pipeline

- Generated $330K ACV pipeline in Q1 FY26 for Developer Platform products (R2, Agents SDK, Realtime Voice Agents) via developer campaigns, LinkedIn Ads, influencer marketing and newsletter sponsorships; exceeding quarterly targets.
- Led end-to-end GTM workshop program across APAC & EMEA: created campaign assets, audience targeting, lead scoring, and post-event pipeline tracking; achieved 40% attendance rate vs. a ~20% industry benchmark.
- Partnered cross-functionally with Sales, BDR, DevRel, and Marketing to improve campaign-to-pipeline conversion and reduce GTM execution cycle times.
- Designed 8 Salesforce reporting systems and 2 holistic GTM dashboards tracking pipeline attribution, campaign ROI; reduced reporting cycle time and enabled data-driven insights.

Agentic AI & Automation (End-to-End)

- Developed 4 Gemini GEMs for Cloudflare Developer Workloads (R2, Realtime Kit, MCP, Durable Objects); cut manual information lookup time by 30% and reduced GTM team onboarding time.
- **Competitive Intel Agent**: Developed an AI-assisted competitive intelligence system monitoring daily developer sentiment, competitor pain points, and ecosystem trends across 30+ sub Reddits; outputs fed into GTM messaging.
- **AI Newsletter Engine**: Engineered an AI pipeline that aggregates, summarizes, and publishes developer trend content monthly; deployed to student and developer audiences with no manual production overhead.
- **Mapflare**: Architected a visual developer ecosystem mapping tool showcasing entire Cloudflare Developer Platform product dependencies and infrastructure relationships; adopted internally by 4+ teams for GTM enablement.

Content & Competitive Intelligence

- Led "Built With" developer program: conducted 5 customer interviews, published 9 developer-focused case studies.
- Audited 10+ developer newsletters and Built With programs; findings shaped Cloudflare's newsletter and case studies.
- Researched GTM growth strategies of 5 competitors; created reports to sharpen ICP targeting and campaign messaging.

Growth Marketer

05/2024 - 05/2025

DYTE | Bengaluru

Full-stack growth role; covered technical SEO, developer content, marketing operations, and GTM execution.

- Drove 40% developer organic traffic growth via technical SEO; maintained 98+ site health, grew domain authority by 24+.
- Architected Hub & Spoke engine for FETA; scaled to 20 pieces/month, ranked 6+ BoFu articles in Google top 3.
- Drove FETA's Product Hunt launch; ranked #1 of the Day, generated 200+ leads; owned the full distribution.
- Automated lead routing and lifecycle workflows in HubSpot, improving MQL-to-SQL conversion efficiency and reducing inbound lead response time by ~30%.
- Sourced 200+ leads and 2000+ prospects via automated scraping workflows; improved outbound prospecting precision.
- Onboarded 30+ developers and customer-facing initiatives for FETA, improving developer activation flows in Mixpanel.

SKILLS & TOOLS

- **Marketing Strategy:** Go-to-Market (GTM), Demand Generation, Developer Marketing, Pipeline Generation, Account-Based Marketing (ABM), Product-Led Growth (PLG), ICP Segmentation, Revenue Attribution, Sales Enablement, Funnel Optimization, Market Expansion, Product Positioning, Lead Generation.
- **AI & Automation:** Agentic Workflow Design, Prompt Engineering, Competitive Intelligence, Workflow Automation, AI Newsletter Engine, Gemini GEMs Development.
- **Marketing Operations:** Lead Scoring, MQL Lifecycle Management, Campaign Attribution, Marketing Automation, Inbound Marketing, Conversion Rate Optimization (CRO), Email Marketing, Technical SEO, Content Marketing, A/B Testing.
- **Tools:** Salesforce, HubSpot, Google Analytics (GA4), Ahrefs, Iterable, Figma, Claude Code, Gemini, Codex, Opencode.

EDUCATION

B.Tech, Electronics & Communication Engineering, Vellore Institute of Technology, Vellore ***2020 - 2024***