

PRATIK JANGID

Product Growth Manager | GTM & Organic Acquisition | AI & SaaS

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PROFESSIONAL SUMMARY

Product growth professional with 6+ years of experience across SEO, content, digital marketing, and organic acquisition, including 3+ years focused on product marketing and growth for SaaS and AI products. Strongest across early-stage GTM, organic distribution, SEO, product messaging, user research, community growth, product launches, and identifying acquisition channels. Experienced working directly with founders from product ideas through launch, acquisition, analytics, feedback, and iteration.

PROFESSIONAL EXPERIENCE

Product Growth Owner

16px Agency | Feb 2025 - Present

- Own product-growth and GTM execution across multiple SaaS and AI products, including positioning, launch strategy, organic acquisition, SEO, product analytics, user research, and post-launch growth.
- Launched Web-to-MCP on Product Hunt, reaching the **Top 5 products of the day with 1,000+ sign-ups** and **200+ premium subscribers on launch day**.
- Grew Web-to-Figma to **50,000+ users within six months** by identifying Figma Community as a high-intent distribution channel and publishing 1,200+ website mockups, contributing to a 35% increase in revenue.
- Acquired **2,000+ users for AI Infographics within 60 days** without paid advertising through Reddit, UGC, creator outreach, and organic content.
- Used Mixpanel to investigate post-onboarding drop-offs, identified a product issue affecting repeat usage, supported the resulting product improvements, and created lifecycle email campaigns to re-engage inactive users.
- Influence feature development by translating user feedback, market requirements, and product limitations into requirements for new AI systems, including an AI website-generation system for client work.
- Manage **5-6 content and social media team members** and oversee client SEO, technical SEO, content, websites, Google Business Profiles, local SEO, reporting, and product-growth initiatives.

Product Marketer

Bundled.Design | Jul 2023 - Feb 2025

- Joined as one of the company's first two team members and worked directly with the founder from early product ideation through development, launch, and growth.
- Participated in product brainstorming and helped turn early concepts into a working AI creative product alongside developers.
- Conducted conversations with early users to understand product blockers, usage problems, and areas requiring improvement.
- Drove organic distribution through Reddit, X/Twitter, content, creator outreach, Discord, and community activity. Helped organise a creator competition involving about 65 AI creators.
- Contributed to growth to **10,000+ total users, 1,500+ monthly active users, and 210 paid subscribers within three months of launch**.

Technical Content Writer

GeeksForGeeks | Jan 2022 - Jul 2023

- Researched and produced technical content across Linux, JavaScript, Python, Kubernetes, C++, and related developer topics.
- Independently handled keyword research, search-intent analysis, content structure, writing, and on-page SEO before editorial review, generating **115,000+ monthly organic views and 50+ Page 1 Google rankings**.
- Reviewed peer-written articles for SEO structure, clarity, accuracy, and publishing quality.

INDEPENDENT PRODUCT

AIWebsites.design

Creator | Product Growth & AI-Assisted Product Builder

- Independently own the product from market research and positioning through design, AI-assisted development, SEO, distribution, and ongoing product decisions.
- Build and iterate using Cursor, Claude Code, Codex, and modern web technologies. Conduct competitor and audience research within the web and product-design market.
- Currently repositioning the product from a broad website-design resource toward standalone design tools with their own positioning and acquisition strategies. Test distribution through Reddit, SEO, content, X/Twitter, and niche creator outreach.

CORE SKILLS

- Product Growth and GTM:** Go-to-Market Strategy, Organic Acquisition, Product Launches, Activation, Retention, Funnel Analysis, User Research, Growth Experimentation
- Product Marketing:** Positioning, Messaging, ICP Research, Competitive Research, User Interviews, Community-Led Growth, Creator Outreach
- SEO:** Technical SEO, Keyword Research, Search Intent, On-Page SEO, Internal Linking, Site Architecture, GSC, Crawlability, Indexation, Schema, Sitemaps, Redirects, Local SEO
- Analytics and Tools:** Mixpanel, Google Analytics, CAC, LTV, Conversion, Churn, DAU/MAU, Ahrefs, Semrush, Cursor, Claude Code, Codex, Supabase, Vercel, Next.js, React, JavaScript, WordPress