Khushi Mundra

Growth Marketing | GTM | Content & Brand Strategy

🌐 mundrak.github.io

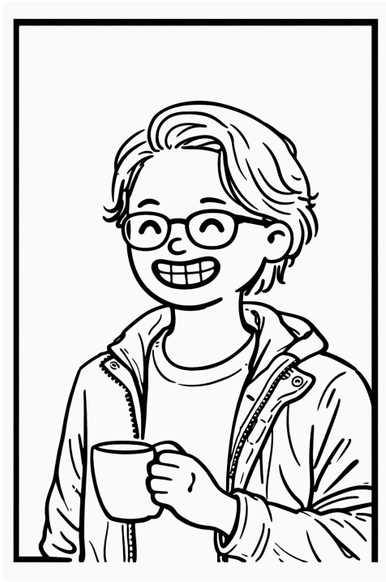
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📝 Substack

🤓 Designs



CORE SKILLS 🧠

SEO & GEO
GTM Strategy
Lead Generation
CRM Automation
Content Marketing
Product Marketing
Marketing Analytics
Brand Management
Community Building
Social Media Marketing

SOFT SKILLS 🤝

Resilience
Storytelling
Adaptability
Collaboration
Decision Making
Strategic Mindset
Project Management
Operational Leadership
Stakeholder Management

INTERESTS 🌟

Doodling
Favourite TV Series -
Breaking Bad
Brooklyn 99
Peaky Blinders
The Big Bang Theory
Suits

PERSONAL DETAILS 📌

DOB - January 25, 2001
Address - Bangalore, Karnataka
Languages - English, Hindi, Gujarati

PROFILE SUMMARY 🚀

- Growth marketer with **3.5+** years of experience building marketing functions, scaling user acquisition, and driving GTM execution across startups and global environments.
- Led end-to-end growth across **performance marketing, SEO, content, CRM, and community initiatives**, scaling Sabai's user base from **3.7K to 36K+ across five markets.**
- **Partnered directly with founders and CEOs** to build marketing operations, launch brands, and execute growth initiatives from strategy through implementation.
- **Known for taking ownership, bringing structure to fast-moving teams,** and turning ideas into measurable business outcomes through experimentation and disciplined execution.

ACHIEVEMENTS 🏆

- Scaled SabaiHealth to **32K+ users** across five markets at a **CAC below $0.44**.
- **Increased website clicks by ~300% and impressions by ~2,900%** through SEO, content, and website optimisation.
- Improved **domain authority by ~25%** through technical SEO and content optimisation.
- Generated **~480% growth in qualified leads** through email and lifecycle campaigns.
- Generated **1,000+ investor leads** through LinkedIn Ads at a **₹50 CPL**.
- Grew founder's Substack subscribers by **50% and increased content views by ~1100%.**
- Global Employability Award, University of Edinburgh Business School.
- Published IEEE research paper on Enterprise Resource Planning Systems (ICSCDS 2022).

EDUCATION 🎓

The University of Edinburgh
MSc Management
Sept 2023 - Nov 2024
Edinburgh, Scotland, UK

SRM Institute of Science and Technology
B. Tech - Computer Science Engineering
with specialisation in Software Engineering
Jun 2018 - May 2022
Chennai, Tamil Nadu, India

MARTECH STACK 🛠️

CRM: Zoho | Airship | Mailchimp | HubSpot

Design: Figma | Canva

Analytics: Mixpanel | Google Analytics | Google Search Console

AI Stack: Claude Cowork | Claude Code | Claude Design | ChatGPT

VOLUNTEER 🙌

Speakeasy
Media & Communications
Jan 2024 - Aug 2024

Feeding India
City President - Chennai
Jul 2019 - Jul 2020

SRMKZILLA
Editor-in-Chief
May 2021 - Apr 2022

Smart India Hackathon
Volunteer
2019

EXPERIENCE 💼

SabaiHealth
Marketing Consultant

Remote (Bangkok, Thailand)
May 2026 - Aug 2026

- **Marketing Operations & Infrastructure:** Built the marketing function from the ground up by consolidating 5 freelancers and 3 agencies, hiring and managing external partners, establishing SOPs, content calendars, reporting systems, approval workflows, and budget ownership while partnering directly with the CEO.
- **Performance Marketing:** Managed a **$12K Meta Ads budget** across India, Thailand, Malaysia, Indonesia, and Africa, acquiring **32K+ users** and scaling the user base from 3.7K to 36K+ within **three months at a CAC < $0.44.**
- **SEO & Website:** Led the complete website redesign and content rewrite, managed 100+ SEO-optimised health articles, and increased website clicks by **~300%** and impressions by **~2,900%**, significantly improving organic traffic.
- **Organic Growth:** Built the organic growth strategy across LinkedIn, Instagram, TikTok, and blog content, increasing LinkedIn impressions by **~1,700%**, Instagram followers by **~380%**, generating 183K+ Instagram views, and driving **~400%** growth in TikTok post views.
- **Influencer Marketing: Sourced and m**anaged lifestyle creator partnerships delivering **180K+ views and 4,300+ engagements** through three campaigns on a **$370 budget.**
- **Content & Events:** Produced and promoted the Ask Sabai Podcast across 4 episodes and independently managed an AI workshop with 300+ registrations and 150+ attendees.
- **Marketing Communications:** Created investor decks, product collateral, website copy, launch assets, partnership decks, press releases, and sales enablement material supporting fundraising, product launches, and business development.

LVX
Senior Marketing Associate

Bangalore, India
May 2025 - Apr 2026

- **SEO**: Increased domain authority by **~25%** by improving search content, fixing site performance issues, & removing spam traffic with engineering support.
- **Brand Management**: Led the LetsVenture to LVX rebrand. Developed marketing & sales assets, led **brand identity** for **PhotonX, LVXQ, & PitchRoom**, & created reusable design templates.
- **Executive Branding**: Worked with the Founder on personal branding and PitchRoom launch, increased Substack subscribers by **50%**, & grew content views by **~1100%.**
- **Email Marketing**: Led end-to-end email campaigns including segmentation, copy, & reporting, driving **~480%** growth in leads & managing monthly portfolio newsletters.
- **LinkedIn Ads:** Managed LinkedIn Ads end-to-end, including ad set creation, campaign optimisation, & budgeting, generating **1,000+** investor leads at a **₹50 CPL**.
- **Social Media**: Planned & managed multi-platform content, increasing Instagram account views by **200%** and LinkedIn page impressions by **80%.**
- **Marketing Automation & Analytics**: Managed WATI WhatsApp automation with a **96% delivery rate**, built weekly performance dashboards, & improved campaign decisions through consistent tracking and reporting.
- **Website & CRO**: Led website updates across teams & vendors, & improved conversions through design, layout, & content optimisation.
- **Events & Webinars**: Delivered monthly webinars & managed on-ground operations for **LVX Spotlight** events.

The University of Edinburgh
Resident Assistant

Edinburgh, UK
Sept 2023 - Aug 2024

- **Community Leadership**: Planned & delivered 36 engagement programs, increasing resident participation by **20%.**
- **Stakeholder Support**: Acted as primary liaison for 58 residents, resolving operational issues & escalations with high satisfaction.
- **Process Compliance**: Managed documentation workflows including incident reporting, compliance submissions, & operational audits.

Miko
Marketing Operations Associate

Mumbai, India
Nov 2022 - Aug 2023

- **CRM Campaigns**: Designed & launched multi-channel CRM campaigns using Airship (email + push), increasing email open rates by **20%** & improving click-through rates by **15%.**
- **Data-Driven Optimisation**: Leveraged Mixpanel analytics to identify performance gaps, optimise audience targeting & messaging, & significantly improve campaign effectiveness.
- **Cross-Functional Operations**: Partnered with product, support, & marketing teams to manage ad hoc operational requests, strengthening customer support workflows & improving Amazon & review platform communications.

Content Research Intern

May 2021 - Oct 2022

- **Content Curation**: Evaluated, curated, & onboarded content for **300+** applications, significantly enriching the Miko robot's content ecosystem & learning library.
- **Market Research**: Researched global company presence & content providers to build a diversified and scalable content partner base for international audience.
- **Domain Expansion**: Explored & structured content across multiple knowledge areas including science, mathematics, astronomy, language learning, & general education, enhancing platform breadth & learner engagement.

PROJECTS 📂

LetsVenture to LVX Rebrand ↗

May 2025 - Jul 2025

Led the rebrand across website, social, email, launch assets, and investor communications, ensuring consistent messaging across channels.

Mitigating Housing Crisis Challenges: A Comparative Study of Project Management in Vienna and Edinburgh ↗

May 2024 - Aug 2024

Compared Vienna and Edinburgh's housing delivery models using qualitative interviews and NVivo-based thematic analysis to identify project management practices for improving housing delivery.

Sustainable Product Marketing Strategy ↗

Jan 2024 - Apr 2024

Developed GTM strategy for Broccoli Chips through market research, competitor mapping, positioning, and launch messaging.