Chirag Mahbubani

AI-First Marketer · Full-Funnel Growth · Video Storytelling

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Hands-on marketer with 5+ years across SaaS and edtech who gets products found in Google and AI answers, turns that demand into pipeline and revenue, and makes the videos that sell them.

$6.25M pipeline influenced	**1.4M+** organic impressions	**+89%** event leads, 33 events	**6x** monthly revenue, Edureka

Experience

Magnifi (VideoVerse)

May 2024 to Jun 2026 REMOTE

Marketing Manager (Jan 2026 to Jun 2026)
Sr. Marketing Specialist (May 2024 to Dec 2025)

B2B SaaS: AI video platform that automates sports highlights for leagues, broadcasters and rights owners.

- **Pipeline:** Grew the website's share of MQLs from 33% to **44%** and influenced $6.25M in pipeline as blended cost per lead fell 36%.
- **SEO & AI Search:** Led the editorial pipeline for **60+** blogs and use-case pages, nearly tripling organic impressions to 1.4M+, and ChatGPT and Perplexity began citing Magnifi.
- **Events:** Scaled event leads **89%** across 33 global events in 15 cities, including NAB and IBC, and built the workflow from landing page to booked meeting.
- **Website & Landing Pages:** Ran the WordPress site, built **25** landing pages and redesigned the request-a-demo page, lifting its conversion 65% (1.09% to 1.8%).
- **B2B Social:** Owned the LinkedIn calendar across 500 posts, lifting engagement from 11% to **20.7%** and adding 2,000 followers against a 1,500 target.
- **Video:** Produced **35+** product, demo and client videos for the US and European sales teams.
- **Team & Systems:** Kept output steady through a **~70%** team cut by building SOPs and playbooks.

CodeFobe

Feb 2023 to May 2024 REMOTE

Product Marketing & Brand Strategy Head (Co-founder)

B2C edtech: Android app that teaches professional coding through daily 10-minute lessons.

- **Launch:** Took the app from idea to beta as co-founder, with an **8/10** tester rating and 25%+ purchase intent.
- **Meta Ads:** Ran Meta ads hands-on to fill live sessions of 100 to 300 attendees, converting **25+** paid users.

Edureka

Sep 2021 to Nov 2022 REMOTE

Product Marketing Associate

B2C edtech: Online learning platform offering courses and certifications in in-demand tech skills.

- **Revenue Growth:** Grew monthly revenue **6x** in 8 months ($20K to $120K) while managing a team of 2.
- **Product Launches:** Owned end-to-end GTM for 2 new courses, cybersecurity and data science, with product, sales and content teams, growing them to **50%** of category revenue.
- **Paid Acquisition:** Worked with the performance team on audiences, budget allocation and creatives, growing monthly leads **2.5x** (20K to 50K) and cutting cost-to-revenue from 50% to 35%.
- **Webinars:** Built and hosted webinars whose demo-to-payment funnel contributed **20%** of total revenue.
- **Video Ads:** Briefed, scripted and appeared on camera in Google and Meta ad videos with **7M+** paid views.

Earlier Experience

Marketing & Branding Consultant, Self-Employed (Aug 2019 to Sep 2021): Advised brands on campaigns, video scripts and Instagram strategy.

Personal Projects

- **AEO Audit System:** Built a 14-stage Claude Code system that measures how ChatGPT, Perplexity and Google AI Overviews name a brand, from crawler and content checks to a scored action plan and client report.
- **AI Workflows:** Chained four Claude skills for research, drafting and QA, using Firecrawl, KeywordTool and vidIQ MCPs, cutting a week of work to a few hours.

Skills & Tools

Growth	SEO, AEO, Landing Pages, Conversion Optimization, Events, Webinars, Meta Ads
Content & Video	Editorial Calendar, Copywriting, Scripting, DaVinci Resolve, Premiere Pro
Martech	HubSpot, GA4, Search Console, WordPress, UTM Tracking, A/B Testing, Pabbly
AI	Claude, Claude Code, Claude Cowork, Claude Skills, MCPs, ChatGPT, Gemini

Education

Bachelor of Mass Media: Advertising R.D. National College, Mumbai University

Certifications

PG Program in Digital Marketing, Purdue University

Google Analytics Certification, Google

Ahrefs Certified Specialist: Answer Engine Optimization (AEO), Top Scorer, Ahrefs Academy

Languages

English (Fluent), Hindi (Fluent)