

Gururaj Sriram

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EXPERIENCE

Libra AI ([About the company](#))

Product & Growth Consultant

Bangalore, IN

Apr 2026 - May 2026

- Executed a pre-launch growth strategy combining digital experiments and offline events with a viral Twitter launch video that achieved 1.8M+ views; handled everything from scripting and storyboarding to managing creative production agencies.
- Redesigned the company website entirely from scratch to be AI native, built it using Claude Code and Replit, integrated Google Search Console (GSC), Google Analytics (GA4) and PostHog to map the post-launch funnel.
- Transformed the initial MVP into a production-ready interface by bridging the gap between technical infrastructure and market-ready design, architecting a PRD ecosystem to ensure feature maintainability.

DotWhat ([About the company](#))

Co-Founder

Remote, US

Dec 2025 - Mar 2026

- Tested a market hypothesis by identifying a gap in the rental property maintenance space; carried out extensive primary research to validate pain points across boutique vs. enterprise property management firms.
- Built and managed a high-volume outreach funnel that converted a 1000 emails to 14 discovery calls, maintaining a consistent pipeline of qualitative market feedback.
- Executed product demos and problem statement deep-dives with stakeholders, uncovering critical "barrier-to-entry" insights regarding enterprise compliance that dictated the product's strategic roadmap.

Superjoin ([About the company](#))

Founder's Office - Product & Growth

Bangalore, IN

Nov 2024 - Nov 2025

- Took complete ownership of the existing business operations, led the business with only 40% of the workforce enabling the founders and the other 60% to focus on building a new product to pivot.
- Scaled the company's revenue 6x through a combination of channel optimization, automated & personalized solutioning, and PLG experiments.
- Conducted 400+ solution engineering sessions with 300+ potential and existing customers, understanding user pain points deeply and tailoring scalable solutions to meet diverse business needs mainly for RevOps, Finance, and Sales teams - showcasing the horizontal adaptability of the product.
- Built an agentic customer support ecosystem using Intercom, enabling self-service actions such as subscription cancellations, resulting in a 75% reduction in manual ticket volume.
- Designed the product nurture email journey to reducing spam rate by 60% and increasing the volume of demo and solutioning call bookings by 30%.
- Advanced the product analytics by doubling the tracked events, and built high trust reports on Mixpanel and Metabase that observe crucial KPIs for actionable user insights.

EDUCATION

SRM UNIVERSITY

Bachelor of Science in Computer Science **CGPA - 9.3**

Chennai, IN

Sep 2020 - May 2023

ACHIEVEMENTs & OTHER WORKs:

- **5Star Do Nothing Outside Challenge** ([Details](#) / [Video](#) / [Winner Announcement](#)): Won a national content competition organized by **5Star** and [Rohan Joshi](#) raising COVID-19 awareness.
- **Buddha Was Here**([Discord Server](#)): Created and managed a socializing Discord server for 200+ active city teenagers during lockdown. Hosted virtual parties, gaming sessions and discussions on various topics.

SKILLS

- **Product:** Product Analytics (Metabase), UI/UX (Figma), A/B Testing, Market Research, Documentation
- **Growth:** GTM Strategy, Digital Marketing (SEO, AEO, Paid Ads), Sales, Content, Copywriting, Branding
- **Technical:** Workflow Automation (n8n, Airtable), AI Coding (Claude Code, Cursor), JavaScript, APIs, SQL
- **Operations:** CRM (HubSpot, Salesforce), Hiring, Customer Solutioning, Dashboards, RevOps, Reporting