SAPTARSHI **SARKAR**

MARKETING, GTM AND AI SYSTEMS

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SUMMARY

Marketing and go-to-market leader with 10+ years across AI and education companies. At JAIN Trust (formerly USDC Global) I run marketing for JAIN Online, where this season enrolled **11,800 students** at about a fifth of the allowed acquisition cost. Before that, at Gnani.ai, I built the sales material behind **₹40 Cr+** of enterprise pipeline influenced. Today I run a **40-agent AI workforce** that does the volume, while I set the rules and sign off.

WORK EXPERIENCE

MARKETING MANAGER, JAIN TRUST, FORMERLY USDC GLOBAL

JAIN Online, EdNxt.ai, ASU and JAIN ODL — 2026 – Present · Bengaluru

Co-handled a ₹54 Cr annual marketing and sales budget with the VP of Marketing, across JAIN Online, EdNxt.ai and about 20 colleges. Hands-on lead of a team of four.

- Ran marketing for a season that enrolled **11,800 students** at a marketing cost of about **₹8,000 per enrolment**, against an allowance of ₹40,000. Sales cost per enrolment was about ₹4,000.
- Tested content-led lead generation against a paid programme on Meta and Google that costs about ₹20 Cr a year. While the campaigns ran, leads rose **120%** over the usual average. Now turning it into a repeatable system.
- Built an AI video pipeline on Claude Code and Higgsfield that produces **five 45-second reels a day** with current resources, designed to scale to 100 a day. The reel formats are rebuilt from what works for top creators, in the brand's own voice.
- Working on go-to-market for **Sensei**, a SaaS product that takes a college applicant from enquiry to payment with no human in the loop.

GNANI.AI · BENGALURU

Marketing Manager — Jul 2024 – Apr 2026

Marketing Strategist — May 2022 – Nov 2023

Conversational-AI company selling to BFSI, telecom and government. Reported to the leadership team.

- Built the material the enterprise sales team used to close faster: the sales story, **200+ decks**, case studies and demo videos, behind **₹40 Cr+** of enterprise pipeline influenced. The formats became the company standard.
- Trusted with a budget that grew from **₹50 lakh to ₹5–6 Cr** a year in three years. Built the collateral and ran communications for the **$4M** round from InfoEdge.

BY THE NUMBERS

11,800	students enrolled this season, JAIN Online
₹8K	marketing cost per enrolment, against ₹40K allowed
+120%	leads in a content-led experiment, over the usual average
₹54 Cr	annual marketing and sales budget, co-handled, JAIN Trust, formerly USDC Global
₹40 Cr+	enterprise pipeline influenced, Gnani.ai
40	AI agents in the workforce I direct

WORK EXPERIENCE, CONTINUED

GNANI.AI, CONTINUED

- Ran **8+ events** end to end, from booth graphics and vendors to the show floor: India AI Impact Summit, GCC, CCW, Defexpo and GITEX Dubai.
- Built AI-assisted production for video, podcast, email and visuals, cutting production time by **60%**.

INDEPENDENT WORK

Nov 2023 – Jun 2024

SOLUTIONS STRATEGIST

Criss Cross Labs Jan – Apr 2022 · Gurgaon

- Ran client solutions end to end in a lean startup: diagnosed the problem, built the plan and led delivery to deadline.
- Built the early team: screened **120+ candidates** and hired 5 across functions. Led content strategy and brand voice.

AI WORK

A 40-AGENT AI WORKFORCE

Getting one AI to write is easy. Getting forty to work as one team is the hard part, and it is the part I do. I run agentic workflows across Claude Code, Codex and ChatGPT, where every agent has one job, a rule book and a hand-off:

Lead agent
plans the week, splits the work, assigns each task

Research agents
open every source and log the line that proves the fact

Writers
draft for seven blogs, each in its own voice guide

Fact-checkers
cut any number that has no source behind it

Design agents
brief image models for diagrams, stickers and frames

QA agents
test every page on a phone and a laptop before release

Release agent
builds, publishes and checks the live site

Video pipeline
script to edit to export, through DaVinci Resolve

The rules that make it work: one writer per file, every fact sourced, nothing ships without a person signing off.

- **AI marketing systems.** Content, video, sales-collateral and reporting pipelines, each with a person signing off before anything ships. Now testing open-source models to match paid-tool quality.
- **AI filmmaking.** The Sikkim Diaries on YouTube, a solo motorcycle series edited by directing Claude Code and DaVinci Resolve. Designed an AI filmmaking course for professionals.
- **roadhook.in.** Launched in 2026: my own site and publishing system, built by directing AI agents, with **597 articles** live across seven blogs. See how I build AI systems.

HOW I WORK

Test, then scale
Run the experiment against the paid baseline before asking for budget.

Hands-on
I build the system myself and work beside the team, not above it.

AI as leverage
Fewer manual steps, with a person checking what ships.

WHAT I CAN OWN

GTM is where I started. These are the rest:

Brand
Positioning, messaging, identity, guidelines, vendors.

Sales enablement
Decks, case studies, one-pagers, battle cards, objection docs.

Content and SEO
Blogs, LinkedIn, video, podcast, newsletters: strategy to distribution.

Performance
Meta and Google, funnels, cost per lead and per enrolment.

Events
Trade shows, summits, webinars and our own rooms.

AI systems
Agentic workflows for content, video, research and reporting.

Analytics
Dashboards, funnel tracking, budget reporting.

Film and video
Scripts, shoots, edits, reels and long form.

EARLIER

MARKETING LEAD, THEN PARTNER

Launchpad Academy 2016 – 2020, advisor since · Bengaluru

Car and product design ed-tech, running since 2010. Joined as a marketing intern in college.

- Grew from content to owning marketing end to end over four years. Brought in 12 students across two years, worth **₹8L** in course revenue.
- Helped launch a SaaS talent-sourcing product for design professionals, and ran HR, vendors and operations while the founder sold.

Engineering and content, 2015 – 2021. Design Engineer at Apeiron Mobility, designing EV battery enclosures. R&D Consultant at Blank Solutions, designing precision parts for a Braille smartwatch. Mechanical Supervisor at Flexo Yarns. Creative Lead at Creaidea, Sept 2020 – Feb 2021: seven social channels and a full rebrand. First paid writing at Scribblers India, 2015.

Independent practice, since 2013. Website content, design, SEO, ads, outreach and martech for startups and small businesses.

OUTSIDE WORK

Solo motorcycle expeditions across India, several of them 6,000 km long. I film and edit them into vlogs, write about them, and tune the bike for distance.

FIND THE WORK

Work with me
case studies, numbers and how to hire me

Applied AI
the systems I build, and how they fail safely

roadhook.in
seven worlds, one person: the whole site

The Sikkim Diaries
the AI-edited motorcycle series on YouTube

LinkedIn
recommendations and posts

WhatsApp
the fastest way to reach me

EDUCATION

BE, Mechanical Engineering
MVJ College of Engineering, Bengaluru
2017

Mentor
Mesa School of Business

INDUSTRIES

Enterprise AI · Consumer AI · Ed-tech · SaaS · BFSI · Telecom · Government · Mobility · Design

TOOLS

Claude Code · Codex · ChatGPT · Gemini · Perplexity · NotebookLM · Higgsfield · DaVinci Resolve · Canva · Wix · ClickUp · Instantly

THEY SAID

> *"Go-to person for sales enablement materials. No matter how urgent the task, he never says it cannot be done."*
> Babitto Johnson, Enterprise Sales, Nurix (ex-Gnani.ai)

> *"Never settles for surface-level solutions. Dives deep to find answers."*
> Karan Khurana, Chief Manager, ICICI Lombard

> *"Breaks down complex things into simple, human terms."*
> Naman Kushwah, Enterprise Sales, Gnani.ai

> *"Ability to juggle multiple campaigns and initiatives with efficiency and focus. You can confidently entrust him with tasks, and he delivers with precision and commitment."*
> Susheel Kumar, Founder, GCC Pulse