

SHALINI VERMA

AI Automation & Growth Marketing Specialist

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PROFESSIONAL SUMMARY

AI Automation & Growth Marketing Specialist. 7+ years across AI SaaS, B2B lead-gen & luxury brand-building. Builds AI workflows (Claude Code · MCP · Fal.ai · Python) that replaces days of manual work with one automated system.

SELECTED ACHIEVEMENTS

- Built **end-to-end AI marketing automation** (Claude Code + MCP + Fal.ai + Python) — **4x faster creative output** vs. manual production.
- Grew early-stage AI SaaS to **\$100–150/day organic revenue** with zero paid spend; stood up Meta Business Suite, Pixel & GA4 from zero.
- Engineered **MCP integrations, Cron-Slack reporting pipelines & automated GEO workflows** — eliminated manual reporting & scaled AI-search visibility.
- Architected **AI B2B lead-gen engine** (audience research + cold email + SMS) — eliminated manual realtor prospecting.

CORE COMPETENCIES

- **AI & Automation:** Claude Code · Claude (Opus/Sonnet/Haiku) · ChatGPT · GPT-4 · Grok · Gemini · Perplexity · Fal.ai · Midjourney · Runway · Kling · ElevenLabs · MCP Integration · AI Agents · Multi-Agent Workflows · Prompt Engineering (JSON, Chain-of-Thought, Structured, Multi-step) · Prompt Chaining · AI Evaluation · Hallucination Reduction · AI Content/Image/Video Automation · Marketing Automation · Workflow Automation · AI-Driven Growth
- **Marketing & Growth:** Growth Marketing · Google Ads · Meta Ads · Email Automation · SMS Outreach · Cold Email · Influencer Outreach · A/B Testing · Funnel Optimization · CRO · Psychological Copywriting · Organic Growth · B2B Lead Generation · Onboarding Funnels · Retention · Churn Reduction · GTM Strategy
- **SEO & GEO:** Technical SEO · Keyword Clustering · Topic Clusters · Internal Linking · Programmatic SEO · AI SEO · Blog Automation · GEO (Generative Engine Optimization) · AI Search Optimization · LLM Visibility · AI Discoverability · Structured Content · Knowledge Graph Optimization
- **Analytics & Tracking:** GA4 · Microsoft Clarity · Mixpanel · Google Tag Manager · Meta Pixel · Ahrefs · SEMrush · Google Keyword Planner · Event Tracking · Conversion Tracking · Heatmaps · Funnel Analysis
- **Data & Psychology:** SQL Analysis · Data Aggregation · Data Pipelines · Pattern & Trend Detection · Product Analytics · Behavioural Analytics · Evidence-Based Decision Making · Consumer Psychology · UX Psychology · Habit Formation · Cognitive Biases · Persuasion
- **Technical:** Supabase · Netlify · Cloudflare · Cron Jobs · Slack Automation · API Integration · Web Scraping · Python · ffmpeg · PIL · Git
- **Brand & Creative:** Brand Positioning · Art Direction · Visual Identity · UI/UX Flows · End-to-End Content Strategy · Adobe Creative Suite (Illustrator, Photoshop, XD) · Figma · Meta Business Suite · HubSpot · Notion

PROFESSIONAL EXPERIENCE

Head of Product Marketing — imagera.ai

Canada (Remote) · Jan 2025 – Present · Contract, Full-time

- Built & operate **end-to-end AI marketing automation system** (Python · Claude Code · MCP · Fal.ai) — **accelerated creative output 4x**.
- Engineered **MCP integrations** so Claude securely pulls live product analytics & generates evidence-based optimization reports — **reducing hallucinations**.
- Built **Cron-scheduled Slack reporting pipelines** that surfaced daily growth opportunities & **eliminated manual weekly reporting**.
- Drove organic-first GTM to **\$100–150/day revenue with zero paid spend**; stood up Meta Business Suite, Meta Pixel, GA4 & conversion tracking from zero.
- Designed **automated GEO + AI SEO workflows** scaling structured landing pages & blogs to **lift LLM visibility**.
- Designed product **website layout & brand voice**, embedding consumer-psychology into onboarding & landing-page copy.
- **Coordinated parallel contractors & freelancers** to accelerate delivery while maintaining brand consistency.

Marketing Specialist — [PropZella](https://propzella.com)

Ontario, Canada (Remote) · Jan 2024 – Jan 2025 · Contract, Part-time

- Architected **AI-powered B2B lead-gen engine** (audience research + cold email + SMS) — **eliminated manual realtor prospecting**.
- Integrated **AI for audience research, competitor analysis & web-scraped data aggregation** to sharpen ICPs.

- Led **technical SEO, keyword clustering & topic-cluster strategy** + social to grow organic acquisition.
- Designed **website UI/UX** with GA4 + Tag Manager tracking, funnel analysis & conversion events — improved engagement, reduced drop-off.

Creative Lead — Tola and Carat Jewellers

· Jul 2021 — Nov 2023 · Full-time

- Scaled brand's social presence over 2.5 years, **broadening reach & lifting engagement** through psychology-led conversion campaigns.
- Applied **behavioural-psychology frameworks (habit formation, cognitive biases, persuasion)** to visual merchandising & brand storytelling.
- **Coordinated cross-functional teams & freelance creatives**; managed production lifecycles & stock-inventory systems.

Visiting Faculty Member — Jagan Institute of Management Studies (JIMS Rohini)

· Feb 2019 — Aug 2021 · Part-time

- Instructed advanced cohorts on production manufacturing, quality-control metrics & operations management.
- Translated dense statistical/technical material into engaging presentations; **led large classes with strong public-speaking & mentoring**.

EARLIER EXPERIENCE

- **Assistant Psychologist, continuakids.pvt.ltd** — Oct — Nov 2019 (*Internship*). Psychological assessment & clinical teamwork.
- **Merchandiser, Niaj by Shradha** — Jul — Aug 2019. Visual merchandising & in-store problem solving.
- **Jewellery Merchandiser & Designer, Viney Gems & Jewellery Ltd.** — May — Nov 2018. Supply-chain management, quality control & end-to-end production lifecycles.

EDUCATION

Indira Gandhi National Open University (IGNOU)

- **Advanced Coursework in Psychological Sciences (Master's Level)**, Behavioural Sciences — human behaviour, cognitive psychology, research methods & data evaluation.
- **Bachelor of Arts (B.A.), Psychology** — Clinical, Counselling & Applied Psychology · Jul 2015 — Jul 2018

Indian Institute of Gems and Jewellery (IIGJ)

- **Diploma in Jewellery Designing** — IIGJ Delhi · 2015 — 2016
- **Jewellery Manufacturing, Metal & Jewelry Arts** — IIGJ Mumbai. Hands-on training in supply chain, quality control & production lifecycles.