

Saif Ahmed

Revenue Growth | Organic & Demand Generation · Community-Led Growth · AI-Native Go-To-Market

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PROFESSIONAL SUMMARY

Revenue growth leader with 12+ years building business-to-business (B2B) revenue engines across United States and Indian markets — most recently as a founder, owning the demand function end to end across paid media, Search Engine Optimization (SEO), content and partner channels. Took a services business from zero to 100+ United States clients and \$300,000 in added annual recurring revenue, and cut cost per lead from \$350 to \$122 on a \$100,000 annual budget. I build the systems as well as the strategy: agentic Artificial Intelligence (AI) workflows, marketing automation, attribution tracking and landing pages ship from my own hands. Founder commitments conclude April 2026; seeking a full-time senior growth leadership role.

SELECTED GROWTH AND DEMAND GENERATION IMPACT

- Demand Generation — Built the acquisition engine that took a United States B2B services firm from zero to 100+ clients, adding \$300,000 in annual recurring revenue.
- Paid Media Efficiency — Cut cost per lead from \$350 to \$122, a 65% reduction, while owning a \$100,000 annual marketing budget across Google Ads, Meta Ads and LinkedIn Ads.
- Revenue Marketing — Ran acquisition and investor-communications programmes supporting \$30 million in real-estate portfolio growth at a California investment firm.
- AI and Automation — Designed and shipped agentic AI workflows for account research, content production and campaign reporting, keeping positioning under human review.
- Team and Scale — Hired and led a 25-person marketing and technology team across four countries, partnering with United States account leads on cross-timezone delivery.

SKILLS

Demand Generation: Revenue Growth, Growth Marketing, Organic Growth, Community-Led Growth, Demand Generation, Lead Generation, Pipeline Generation, Go-To-Market (GTM) Strategy, Campaign Management, Account-Based Marketing (ABM), B2B Marketing, International Marketing, Product Marketing, Marketing Communications

Performance and Digital Marketing: Performance Marketing, Google Ads, Meta Ads, LinkedIn Ads, SEO, Search Engine Marketing (SEM), Content Marketing, Conversion Rate Optimization (CRO), Landing Page Design, Email and Lifecycle Marketing, Event and Field Marketing

Marketing Analytics: Customer Acquisition Cost (CAC), Cost Per Lead (CPL), Return on Ad Spend (ROAS), Marketing-Sourced Pipeline, Attribution Modelling, Urchin Tracking Module (UTM) Governance, Google Analytics 4 (GA4), Google Tag Manager, Funnel and Conversion Analysis

AI and Automation: Agentic AI Workflows, Large Language Model (LLM) Automation, Claude, ChatGPT, Google Gemini, Retrieval-Augmented Generation (RAG), Prompt Engineering, Marketing Automation, n8n, Workflow Automation, Application Programming Interface (API) Integration

Marketing Technology and Build: WordPress, Webflow, Next.js, React, Node.js, Python, Supabase, GitHub, Google Cloud, Google Workspace, Figma, Canva, QuickBooks

Leadership: Marketing Budget Ownership, Globally Distributed Team Leadership, Agency and Vendor Management, Sales and Marketing Alignment, Partner and Co-Marketing Programmes, Brand Positioning and Messaging, Stakeholder Management, Investor Relations, Executive Reporting

PROFESSIONAL EXPERIENCE

Head of Go-To-Market and Growth (Founder)

Mar 2026 – Present

DaxHive HQ LLC — Delaware, United States

Early-stage AI software venture for United States accounting firms; founder-led GTM, in early access.

- Own positioning, messaging and launch sequencing for an AI product sold to United States accounting firms, including Ideal Customer Profile (ICP) definition and pricing narrative.
- Built the marketing site, onboarding flow and lifecycle email automation directly in Next.js and n8n, moving campaign experiments from a multi-week to a same-week cycle.
- Run partner and co-marketing conversations across accounting-software ecosystems as the primary early pipeline channel.

Head of Growth and Revenue Marketing (Founder and Chief Technology Officer)

Oct 2021 – Apr 2026

Auxilee, Inc. — California, United States

Bootstrapped B2B financial-services firm serving small and mid-sized United States businesses, primarily real estate. 100+ clients, 25 staff across four countries, inbound and partner-led GTM. Operations conclude April 2026.

- Built the demand generation engine from zero to 100+ United States clients, adding \$300,000 in annual recurring revenue through paid search, paid social, SEO and partner referral channels.
- Cut cost per lead from \$350 to \$122, a 65% reduction, by reallocating a \$100,000 annual budget out of underperforming placements into intent-led paid search and organic content.
- Owned the measurement stack — GA4, Google Tag Manager and UTM governance — so channel spend could be judged against closed revenue rather than form fills.
- Designed agentic AI workflows using Claude and n8n for account research, content drafting and campaign reporting, retaining human review on positioning and offer strategy.
- Partnered with realtor networks and Certified Public Accountant (CPA) firms on co-marketing and referral programmes, which became the highest-converting acquisition channel.

Head of Marketing Services (Founder and Chief Executive Officer)

Dec 2020 – Apr 2026

StatPro Tech Private Limited — Bengaluru, India

Marketing and technology services company, 25 employees, delivering campaign production, web development and marketing operations for United States clients. Operations conclude April 2026.

- Hired and led a 25-person globally distributed team across campaign production, web development and marketing operations, serving United States accounts across time zones.
- Built the service line producing landing pages, SEO content, campaign assets and marketing automation for North American clients.
- Set the quality bar and review process for client-facing campaign work, and standardised reporting dashboards so each account was reviewed on cost per lead and pipeline contribution.

Marketing and Revenue Operations Manager

Apr 2020 – Jan 2026

Penny Lane Holdings and Penny Lane Equity, Inc. — California, United States

United States real-estate investment firm; investor-funded acquisitions with direct-to-seller lead generation and investor-relations marketing.

- Ran marketing and investor-communications programmes supporting \$30 million in real-estate portfolio growth.
- Managed property-acquisition lead generation across paid and organic channels, tracking deal-pipeline conversion from first enquiry to closed transaction.
- Worked with the investment team on investor reporting, pipeline tracking and client communications, and rebuilt documentation workflows to cut manual reporting time.

EARLIER CAREER

Back Office Manager — Anthem Realty and Investments Private Limited, Bengaluru, India	Aug 2019 – Mar 2020
Senior Customer Service Representative — Firstsource Solutions Limited, Bengaluru, India	May 2018 – Jul 2019
Transaction Coordinator — Anthem Group Inc., Saratoga, California, United States	Aug 2014 – May 2018
System Administrator — Anthem Realty and Investments Private Limited, Bengaluru, India	May 2012 – Jul 2014

EDUCATION

Computer Science Coursework — University of the People, United States	2014 – 2016
Bachelor of Science, Computer Science — AISECT University, India	2010 – 2012

CERTIFICATIONS

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- Agentic AI Orchestrator — Google Antigravity Certified (Google)
 - Web Publishing and Content Operations — WordPress 5 Essential Training; WordPress: Workflows; WordPress Site Administration (LinkedIn Learning)
 - Version Control for Everyone (LinkedIn Learning)
 - QuickBooks Certified ProAdvisor (Intuit)