Sourav B

Growth × Data × Automation × Product

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I build growth engines from zero: acquisition, tracking, content and automation, owned end to end. Looking for growth roles at early-stage startups.

Selected impact — Elevato

Result	What changed
−60%	Customer acquisition cost, in the first month
3×	Sales, quarter on quarter
+329%	Traffic from AI search (LLM referrals), first quarter
2	International white-label requests

Experience

Growth Hacker — Elevato

D2C e-commerce (height-increasing footwear) · relaunch

- Built the growth engine from scratch, owning acquisition, tracking, content and automation
- Rebuilt the website from scratch on Claude's free Sonnet model
- SEO, GEO and agent-ready pages that grew traffic from LLM referrals by 329%
- Rebuilt GA4 tracking end to end
- Ran social media and content strategy, including launch posters and a subway ad concept
- Automated email outreach in Brevo and the founder's personal content in n8n

Technical Content Writer & Researcher — Drone Script

B2B marketing agency

- Built a Python lead-scoring engine that rates each lead 1–10 for fit from its website, cleaning the outreach list and saving hours of manual work
- Built an online tool that scores LinkedIn outreach leads out of 10

- Built an n8n AI content agent that turns raw notes into technically accurate LinkedIn posts, carousels and articles for a B2B client

Consulting Intern — Zinnov

GCC consultancy

- Automated the weekly operations dashboard in Power BI, connected to global data so it refreshed itself before each client meeting
- Gave the reporting manager a quantitative view of operations, surfaced bottlenecks that were then fixed, and saved hours every week

Market Research Intern — Arthashastra Intelligence

B2B consultancy

- Led an investigative research project on India's Special Economic Zones
- Ran market research across the UAE, Singapore and the US, and handled fast-turnaround research requests

Pitch Deck Creator — Independent

Freelance

- Built investment pitch decks for founders

Systems & projects

- **Founder content workflow (n8n):** cut a founder's weekly personal-brand writing task to minutes
- **Startup culture scorer:** pulls workplace reviews from several sources and scores them into one report
- **Analytics dashboards (Power BI):** Google Ads campaign analysis, delivery-time and sports performance dashboards
- **AI Job Scout:** in progress

Education

- **M.S. Data Science & Management** — IIT Indore × IIM Indore (joint program)
- **M.Sc. Applied Physics** — Amity University, Mumbai
- **B.Sc. Physics** — University of Calicut

Courses: Scaling Operations (Northwestern) · Introduction to Management Consulting (Emory) · International B2B Marketing (Yonsei) · Sustainability Consulting (UIUC)

Skills

- **Growth:** SEO, GEO, GA4, email automation (Brevo), social and content strategy, campaign creative
- **Automation & AI:** n8n, Claude and LLM APIs, Python
- **Data:** Power BI, Python, market research