

AMOG C RAJU

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AI-native, capital-efficient Growth Manager with five years of experience across B2B insurtech and venture capital, working the full funnel rather than a single channel. I build the systems behind acquisition, lifecycle and retention. Scaled organic revenue 16.7x and cross-sell revenue 3x at BimaKavach.

PROFESSIONAL EXPERIENCE

BimaKavach (B2B Insurtech) Bengaluru, India
Growth Manager 2023 - Present

Promoted from Growth Marketer, January 2025. Two-person growth team, reporting to the CMO.

- Scaled cross-sell revenue 3x from FY24 to FY26 to a ₹37L monthly average, increasing average policies per client to two, through WhatsApp and email lifecycle campaigns.
- Improved client retention to 96% for the financial year ending March 2026 by running segmented lifecycle campaigns with the relationship manager team.
- Scaled organic revenue 16.7x to ₹50L+ annually by rebuilding the SEO architecture and content engine, with ₹0 paid media spend across three years.
- Co-built purchase, renewal and post-sale marketing automations in LeadSquared, cutting sales response time from days to minutes and contributing to a 2x company revenue jump.
- Grew monthly organic sessions 16x and qualified leads 13x per month in a low-search-volume B2B category.
- Published 600+ blogs with one freelancer and a custom drafting bot, avoiding both a second writer and an external content agency.
- Won AI-citation visibility across ChatGPT, Claude, Perplexity, Google AI Overviews and Gemini for high-intent commercial queries using schema markup and restructured comparison content.
- Built custom RAG systems with insurance documents to increase the accuracy of email and WhatsApp outreach content at scale, powering client outreach and insurance agent communities.

Zephyr Management (Private Equity and Venture Capital) Bengaluru, India
Analyst, Marketing and Communications 2021 - 2023

- Drove 4x website traffic growth across the firm's sites by owning SEO, keyword research and WordPress maintenance.
- Supported a US\$16M fundraise with marketing collateral, an investor database of Indian high-net-worth individuals, and investor communications.
- Owned monthly and quarterly investor reporting, redesigning the reports and newsletter into a multimedia format, and grew LinkedIn following 3x through new formats.
- Produced the Megatrends industry report and its launch press release, and led a brand identity refresh alongside a full website redevelopment.
- Provided marketing support across the New York, Nairobi and Colombo offices, and organised hybrid investor events for existing and prospective investors.

EARLIER ROLES

- **TrakInvest, 2020:** Built an outreach pipeline of 50+ Tier 2 and Tier 3 colleges for a fintech client's campus placement drives. Researched and wrote a sales course that was sold to universities and colleges as a paid programme.
- **AIESEC, 2018 - 2019:** Led a campus ambassador team promoting AIESEC events and international volunteer programmes across colleges in Bengaluru. Organised a TEDx-style event for 1,500 attendees and closed 10+ partnerships supplying user-generated content for marketing.

SKILLS

Growth: SEO, AEO/GEO, demand generation, lifecycle marketing, marketing automation, retention and cross-sell, CRO, A/B testing and experimentation, content strategy, brand positioning, funnel optimisation

AI and automation: Custom GPTs, RAG systems, Claude and Claude Code in daily workflow, AI-personalised outreach at scale

Tools: LeadSquared, GA4, Google Search Console, Ahrefs, WordPress, Mailchimp, AiSensy, SendGrid, Route Mobile, GupShup, Lusha, Zoho, Canva

EDUCATION

BA, Economics, Industrial Relations and Sociology, St. Joseph's University, Bengaluru, India 2018 - 2021