

VISISHT VELDURTHY

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SUMMARY

Marketing leader for technically complex products. Nine years across deep tech, EV, fintech and enterprise, most recently as the first marketing hire at an EV motor company, where an inbound engine produced INR 20 Cr+ in qualified pipeline across India, the US and Europe. Engineering graduate, four years agency-side before moving in-house. My work has been the same across every role, turning engineering-heavy products into categories that buyers and investors understand.

EXPERIENCE

Chara Technologies

Senior Marketing Manager | March 2023 to March 2026

Deep tech company building rare-earth-free synchronous reluctance (SynRM) motor systems for electric and industrial mobility.

- Joined as the first marketing hire and built the function from zero, reporting to the CEO and running an annual budget between INR 1 Cr and INR 2 Cr.
- Defined the global go-to-market strategy that positioned SynRM as the leading rare-earth-free alternative to permanent magnet motors, and carried that positioning into buyer conversations across India, the US and Europe.
- Built the organic inbound engine behind INR 20 Cr+ in qualified pipeline and 200+ SQLs, delivered to sales without paid acquisition.
- Owned the investor narrative, writing the pitch decks and corporate communications behind the company's capital raises and the story that earned Forbes India Select 200 (2023), the Matrix Startup Awards Innovation Category (2024) and Marico Innovation Foundation's Indian Innovation Icons (2025).
- Landed coverage in Forbes and The Ken by briefing media on a defined category story rather than a product announcement calendar.
- Rebuilt the brand end to end across messaging architecture, visual identity and website.
- Took the motor platform to iVT Expo in the US, generating qualified leads and direct access to overseas OEM buyers.

Stockal

Marketing Lead | June 2022 to February 2023

Cross-border investing platform giving Indian retail investors access to US equities.

- Drove INR 1 Cr in new cross-border inflows in eight months through a compliance-safe education strategy built for a market unfamiliar with global diversification.
- Partnered with HDFC, Motilal Oswal and IIFL on co-marketing campaigns, using their distribution to reach high-intent investors at lower acquisition cost.
- Managed a four-person team across content, design and execution.
- Scaled CRM and lifecycle automation on MoEngage and LeadSquared, improving lead conversion rates and automating customer email programmes.

Rizzle

Senior Strategist and Content Lead | July 2021 to June 2022

Short-form video platform.

- Led an 8-person team of senior and junior writers and strategists.
- Rebuilt internal communication systems and content workflows end to end, cutting the time from brief to campaign launch.
- Lifted in-app user retention through the restructured content operation.

Pyxis One

Copywriter Specialist | April 2021 to July 2021

Marketing intelligence and analytics company.

- Delivered performance-focused digital strategies and brand research for enterprise clients across automotive, healthcare and BFSI.
- Supported agency new business pitches with strategy and research inputs that improved win rates.

WATConsult (Dentsu)

Lead Copywriter, progressed from Management Trainee | March 2017 to April 2021

Digital agency within the Dentsu network.

- Wrote and led creative across Fortune 500 portfolios including Toyota Gazoo Racing, Yamaha, SAP and 3M.
- Partnered with strategy and business development to build the communication plans behind major enterprise pitches, winning and retaining accounts.
- Managed and trained a growing content team across multiple brand portfolios.
- Integrated Digital Campaign of the Year, Big Bang Awards 2019. ICL Awards winner.

SKILLS AND TOOLS

Go-to-market: Category creation, positioning for technical products, launch strategy, enterprise sales enablement, ABM, competitive and market research.

Demand generation: Inbound engine design, marketing-sourced pipeline, lifecycle automation, CRM operations.

Communications: Investor narrative and pitch decks, corporate communications, PR and media relations, brand strategy, messaging architecture, visual identity.

Tools: MoEngage, LeadSquared, SEMrush, Google Analytics, Google Search Console, Google Ads and Keyword Planner, WordPress, Webflow.

EDUCATION

MBA, Communication Management, Symbiosis International University, 2017

B.Tech, Information Technology, GITAM University, 2015

CERTIFICATIONS

Generative AI in Marketing Specialization, UVA Darden School of Business, 2026