Murali Yamsani

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QUICK SNAPSHOT

Full-funnel growth across UAE, India & the US. I design growth systems where intelligence handles research, automation handles distribution, and humans own strategy. Specialise in building mandates from scratch: onboarding, performance marketing, CRO, retention, and analytics.

CAREER HIGHLIGHTS

6× ↑ Leads
Leads Growth
FlyFin AI · 2023–24

45% ↓ CAC
CAC Reduction
FlyFin AI · 2023–24

100M ↑ Users
Users Reached
WinZO · 2021–22

62% ↑ Rev
YoY Revenue Growth
Games24x7 · 2019–21

WORK HISTORY

Growth Lead • CURRENT

Aug 2025 – Present

AppliedAI

Enterprise AI platform · $100M raised · Mubadala, Bessemer, McKinsey, Palantir, G42

PLG opus.com launch · Events PnP · GITEX · Arab Health · Banking Summits · GTM Leads playbook · Marketing funnel

- End-to-end **PLG launch of opus.com** — marketing campaign, user research, product feature shaping.
- Enterprise: built marketing funnel & leads playbook, managed flagship regional events.
- Designed agentic research pipelines for competitive intelligence; built automated lead enrichment and event follow-up workflows; integrated generative AI across creative and content production.

Senior Growth Manager

Sep 2024 – Mar 2025

Puffy

US-based D2C mattress brand · Dubai

60% efficiency ↑ via AI · 3+ ROAS Meta Ads · 5 new channels piloted

- Built an AI-native growth stack from scratch — automated creative testing pipelines, LLM-assisted hypothesis generation for A/B tests, generative AI for ad creative production at scale.
- Piloted 5 new channels including podcasts & newsletters; drove Meta Ads & Influencer Marketing at ROAS 3+.

Various roles (Marketing & Product)

Jan 2023 – Aug 2024

FlyFin AI

AI-based tax software for US freelancers · Fintech · Abu Dhabi

6× leads growth · ↓45% CAC · ↓40% cancellations · +28% top-tier plan uplift

- Owned performance marketing — spend projections, acquisition targets, and A/B testing across paid channels.
- PM for signup → subscription funnel & web onboarding.
- Built conversion-optimised webflows, A/B tested hooks, CTAs, pricing UI.
- Launched membership program + retention tools (financial planner, receipts saver).

Senior Growth Manager

Aug 2021 – Dec 2022

WinZO Games

India's largest Real Money Gaming platform

4× new acquisition | 100MM users reached | 25% referral rate | 50K+ influencers managed

- Spearheaded multi-channel acquisition (Referrals, Superstar, FB, affiliates).
- Built the largest referral program — managed 50K+ influencers on YT & Telegram, led a team of 7.

Senior Marketing Manager

Jan 2019 – Aug 2021

Games24×7

RummyCircle & My11Circle · India's leading Real Money Games

62% YoY revenue ↑ | 2.3× conversions | $7MM+ campaigns managed | Top 3 My11Circle in 12mo

- Led media planning, creatives & campaign management across 20+ partners.
- Drove My11Circle from zero to top 3 fantasy app in 12 months.
- Pan-India campaigns, IPL sponsorships.

Brand Manager

Jul 2016 – Dec 2018

Bennett, Coleman & Co. (Times Group)

India's leading media house · Economic Times

+28% readership | 8 IPs Times Litfest, ET Awards, 40U40... | 1yr promoted (earliest among management trainees)

- Drove content & marketing for Economic Times; 28% readership increase in FY18–19.
- POC for ET Panache new markets.
- Spearheaded 8 major IPs.

TOOLS & SKILLS

ACQUISITION & PERFORMANCE

Google Ads | Meta Ads | AppsFlyer | SEMRush | Apollo.io

CRO & PRODUCT

VWO | UXCam | GA4 | Firebase | Mixpanel

RETENTION & CRM

CleverTap | WebEngage | Hubspot

ANALYTICS & DATA

BigQuery | Tableau | Amplitude | SQL (Basic)

AI & AUTOMATION

Claude Code | n8n | Cursor | Prompt Engineering | Agentic Automation | AI Creative Generation

EDUCATION

MBA · PGDM

Indian Institute of Management Bangalore

2014 – 2016

Exchange student · Kedge Business School, France (AACSB, EQUIS, AMBA accredited) · Interned with Saint-Gobain

B.Tech · Mechanical Engineering

VIT University, Vellore

2008 – 2012

Merit scholar · 1/10 in batch of 260 · Published research in international journal · Founded Mini Baja ATV team