## Contact

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www.linkedin.com/in/ranjan-rishikesh (LinkedIn)
www.productgrowth.blog/ (Blog)

## Top Skills

Go-to-Market Strategy
Growth Strategies
Marketing Automation

## Languages

Japanese (Elementary)
English (Professional Working)
Hindi (Native or Bilingual)

## Publications

5 Reasons AI Answer Engines Ignore Your Site (& How to Get Cited)

10 things that helped us with acquiring more customers.

ai toolkit of a growth hacker & gtm engineer

Growth experiment that turned random inbound sign-ups into high-ticket deals

How we used our Existing Users to Gain More Users?

# Rishikesh Ranjan

Leading Growth @ StreamAlive | Writing about Growth @ productgrowth.blog
Bengaluru, Karnataka, India

## Summary

I'm a growth Lead who blends product, PLG, and GTM engineering to turn experiments into revenue.

Currently leading growth at StreamAlive: grew signups 3x, improved acquisition 40%+, and built AI search into our 3rd largest signup source. Previously led growth and marketing at Spaceonova (built and led team of 20, 2x'd revenue), Cloutflow (40k creators onboarded, closed 7-figure brand deals), and Airbook (#1 Product Hunt launch, 20+ enterprise POCs).

How I work:
→ Loops over one-offs: I design growth systems that connect acquisition → activation → monetization → retention → expansion so wins compound.
→ GTM automation: I build n8n/webhook/CRM workflows that enrich leads, route to sales, and trigger outreach automatically—no manual work, no spray-and-pray.
→ Product × Growth: I partner with product to ship onboarding improvements, feature flags, in-product triggers, and A/B tests that shorten time-to-value.
→ Full-funnel experimentation: activation lifts, pricing tests, lifecycle flows—measure with PostHog, double down on winners.

I've taken three companies from 0 → traction → scale. If you need someone to design the loop, instrument the data, and ship the automation end-to-end, let's talk.

Writing about growth systems and loops at productgrowth.blog.

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## Experience

StreamAlive

1 year 7 months

## Leading Growth
September 2024 - Present (1 year 4 months)
Remote

→ Own acquisition, activation, and retention; report directly to CMO and CEO.
→ Initiated 30+ different big and small growth and product experiments, some are mention below:
→ Built AI search as a growth channel from zero: ChatGPT and AI answer engines now rank as the 3rd largest signup source through deliberate experimentation with how users discover products via LLMs.
→ Shipped a "halo customer detector" automation: enriches every signup via API, identifies high-value prospects from target companies, triggers personalized outreach—now driving conversions from inbound that previously went untouched.
→ Grew monthly signups 3x and improved acquisition metrics by 40%+ through a series of product and growth experiments across the funnel.
→ Launched quizwithstreamalive.com end-to-end based on search demand hypothesis for online trivia—now a standalone acquisition channel.

## PLG Consultant
June 2024 - September 2024 (4 months)

→ Owned Product and Growth Analytics in PostHog, enabling faster product decisions with behavioral data.
→ Ran Referral, Influencer, and Affiliate programs; owned Programmatic SEO.
→ Converted to full-time growth lead based on impact.

## GrowthX®
Fellow & Host Club Member
July 2025 - Present (6 months)
Bengaluru, Karnataka, India

→ Hosted AI Automation Sprint: guided 34 growth leaders in building their first automation workflows using n8n and Relay.app in a single session.
→ Hosted 24-hour Vibe Coding Build-a-thon: mentored 25 non-technical growth leaders to ship working product prototypes by end of day using tools like cursor, claude code, chatGPT, bolt.new, lovable.dev, etc: zero previous coding experience required.
→ Hosted Mock Growth Team Meeting: facilitated a role-play simulation where attendees worked through real growth problems in cross-functional teams.

## Experimenting With Growth (productgrowth.blog)
Author

August 2021 - Present (4 years 5 months)

→ Newsletter for GTM engineers, founders, and growth practitioners—1,000+ subscribers.

→ Write actionable playbooks on growth loops, GTM automation, and PLG systems based on experiments I've run firsthand.

→ Popular posts: "Growth experiment that turned random inbound sign-ups into high-ticket deals," "5 Reasons AI Answer Engines Ignore Your Site (& How to Get Cited)," "AI toolkit of a growth hacker & GTM engineer."

→ Regularly receive inbound from founders seeking advice on growth blockers.

## Spaceonova®
5 years 8 months

### Advisor to the CEO
February 2022 - Present (3 years 11 months)

→ Advise CEO on business strategy and fundraising decisions; help shape company direction on an ongoing basis.

### Chief Marketing Officer
December 2020 - January 2022 (1 year 2 months)
India

→ First executive marketing hire; built and led a team of 20 across social media, community, content, and design.

→ Onboarded 40,000+ students to the platform, driving 2x revenue growth quarter-over-quarter.

→ Built community-led growth engine: led a team of 3 to launch Spaceonova clubs across 25 cities and 100+ schools/colleges.

→ Owned organic growth strategy spanning content, SEO, and product-led motions.

### Head of Marketing
May 2020 - December 2020 (8 months)

→ First marketing hire; built function from zero at pre-launch stage.

→ Partnered with 100+ Tier 1 and Tier 2 colleges, engaging 100,000+ students in free webinars and converting 5,000+ to paid programs.

→ Generated INR 1M in revenue at 5% conversion rate.

→ Secured press coverage from scratch—built journalist relationships that established Spaceonova's media presence.

→ Promoted to CMO based on impact.

## Airbook
Product Growth Manager (GTM)

September 2023 - July 2024 (11 months)
Mumbai, Maharashtra, India

→ Owned product growth and GTM for a data analysis SaaS; reported directly to founders.
→ Launched on Product Hunt: #1 Product of the Day, 900+ upvotes, 250+ signups with 40% conversion to active users, top-performing acquisition day in company history.
→ Ran 20+ enterprise POCs ranging from $200–$2,000/month; converted multiple to paying customers.
→ Implemented event-based email triggers that improved activation and retention by 30–40%.
→ Set up behavioral analytics stack (Amplitude, Hotjar, GA4) to identify friction points and inform product roadmap.
→ Revamped landing page and app UI/IA from scratch in Webflow: reduced bounce rate and improved signup flow.
→ Created sales pitch deck with case studies; contributed to VC pitch deck for next funding round.

naas.ai
GTM Consultant
April 2023 - May 2024 (1 year 2 months)

Hex-Star Universe
Growth Advisor
August 2023 - April 2024 (9 months)

CloutFlow
1 year 1 month

Product Growth Manager
January 2023 - August 2023 (8 months)
Gurugram, Haryana, India

→ Solo marketing hire → built and managed a team of 2 interns as the company scaled.
→ Onboarded 40,000 creators to the marketplace: owned the entire supply-side growth engine.
→ Deployed 50k+ programmatic SEO pages; won on volume and drove consistent signup flow from organic search.
→ 10x'd organic traffic month-over-month through strategic content and case studies.

→ Helped close 7-figure INR brand partnerships including Mamaearth, Minimalist, Himalaya, Apollo 24/7, and Snitch: several became published case studies.

→ Led product launch alongside CEO: handled positioning, messaging, and go-to-market for marketplace launch.

### Growth Marketer (Founder's Office)
August 2022 - January 2023 (6 months)
Gurugram, Haryana, India

→ First marketing hire; built Cloutflow's entire digital presence from zero—landing pages, brand identity, content.

→ Identified creator behavior patterns through data analysis; informed UI and product improvements.

→ Generated initial B2B pipeline with 40+ leads from enterprise brands.

→ Promoted to Product Growth Manager based on impact.

### Nervos Network
Community Manager (Trailblazer) - India
August 2022 - March 2023 (8 months)
On a Blockchain

Built a local and active community of 1000 enthusiasts who loved Nervos L1 Blockchain and Token.

### Vync Entertainment
1 year 4 months

Marketing Consultant
June 2020 - June 2021 (1 year 1 month)
Bhubaneswar, Orissa, India

Web Developer
March 2020 - June 2020 (4 months)
Bhubaneswar, Orissa, India

### Medito Foundation
Google Online Marketer
August 2020 - October 2020 (3 months)
Amsterdam, North Holland, Netherlands

### Qualki
Marketing Associate
March 2019 - December 2019 (10 months)

Bhubaneswar, Odisha, India

Socialiency Advertising
Marketing Associate
August 2018 - February 2019 (7 months)
Hyderabad, Telangana, India

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## Education

Y Combinator
Startup School, Startup Growth · (June 2022 - September 2022)

altMBA
altmba53, Seth Godin's Akimbo Workshops · (September 2022 - November 2022)

International Institute of Information Technology, Bhubaneswar
Bachelor of Technology - BTech, Information Technology · (August 2018 - April 2022)

Akimbo
The Marketing Seminar by Seth Godin, Marketing and Consumer Behaviour · (September 2022 - February 2023)