Sakshi Jain

Head of Content & Creative Strategy | B2B SaaS Marketing
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Strategic content and creative leader with experience building high-impact marketing engines for B2B SaaS companies. Expertise includes creative strategy, brand positioning, demand generation content, and building lean editorial teams powered by AI-assisted workflows.

● Content Leadership ● Product Marketing ● Editorial Strategy ● Branding & Positioning ● Demand Gen

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EXPERIENCE

Head of Content & Paid Media Copy
TripleDart *Oct 2023 to Present*

Paid Media & Copy
- **Own paid media copy** for 60+ B2B SaaS clients, leading creative strategy & performance optimization
- **Increased average campaign CTR by 25%** through rigorous A/B testing and iterative optimization loops
- **Reduced copy turnaround time by 40%** by implementing creative review systems & editorial workflows

Content Marketing
- **Established the content infrastructure from the ground up**, defining TripleDart's content guidelines, editorial checklist, and service-level positioning to ensure brand consistency at scale
- **Built an AI-assisted editorial system** producing ~30 articles/month with one editor while maintaining brand voice and editorial quality, reducing production costs from ~$3.5K to near zero
- **Conceptualized Coach by TripleDart**, generating 1100+ inbound leads in four months
- **Increased open rate by 20%** by leading thematic development of the TDD newsletter (158k subscribers)
- **Led messaging and positioning** for TripleDart's website revamp as it transitioned from a SaaS agency to a Service-as-a-Product growth partner
- **Founded internal company newsletter**, fostering org-wide alignment through fun, engaging storytelling
- **Scaled founder-led thought leadership** on LinkedIn, growing impressions by 340% over eight months

Marketing Lead (Company Hire #4)
OSlash *May 2021 to Jun 2023*

- **Led a team of 6 and 3 external agencies** to conceptualize & lead all branding initiatives for OSlash
- **Scaled OSlash** from early traction to $1.5M ARR within 18 months. Drove product-led growth, generating $97K in MQLs, 26M+ website impressions, 8,700 newsletter sign-ups, and 3,500+ demo requests
- **Scaled SEO** from 0 to 4M+ SERP impressions, with 300+ keywords ranking in top 10 and a blog CTR of 2%
- **Owned the end-to-end product marketing lifecycle**: Led product launches, UX writing, press releases, and a launch video that garnered 100,000+ views
- **Built a robust backlink profile** from scratch, acquiring 2,000+ backlinks to establish domain authority

Head of Content & Growth
Repute Network *Feb 2020 to Mar 2021*

- **Owned content and growth strategy**, and helped Repute find & amplify its voice as a brand
- **Achieved ~200% MoM growth** in social media impressions through organic content initiatives
- **Identified and executed key business partnerships**, securing deals with 10+ players in the vehicle rental ecosystem and two major co-living spaces in India

Content Strategist
Open Financial Technology *Sep 2018 to Feb 2020*

- **Directed SEO & link-building campaign**, registering a growth of 124% in website traffic in five months
- **Split an INR 150,000/month budget across 10 campaigns** in 6 months. Drove up product sign-ups by 30%; increased social media followers across all channels organically by 360% in two quarters
- **Reduced user drop-offs by 44%** by developing UX copy and explanatory videos for all product flows
- **Collaborated with creative agencies** to develop concepts for advertising campaigns across TVC, outdoor, and digital

Senior Analyst, Investment Banking Division
Goldman Sachs *Jan 2016 to Aug 2018*

- **Facilitated M&A transactions** for TMT clients in EMEA and the Americas, performing DCF valuations, peer benchmarking, and transaction comparables
- **Supervised and trained 35 interns** as Team Lead, rated consistently in the top 1% for technical knowledge and team management in firm-wide 360 reviews
- **Spearheaded process efficiency initiatives**, building macros that reduced team turnaround time by 30%.

OTHERS

- **Marketing Strategist, Fyno:** Built marketing function from 0→1. Created website, outbound email strategy (securing 40+ SQLs in 2 months), authored first 15 blogs, developed pitch deck, and set branding guidelines
- **Quora Top Writer 2015 & 2016**: Fastest writer in history to be awarded the title of Quora Top Writer
- **Journalist, StorSkip:** Authored ~30 articles on technology trends disrupting the global freight industry
- **Ad Copywriter, Ogilvy & Mather:** Received spot award for extraordinary contribution as an intern for working on TV advertisements for TataSky, HUL, Google, and Vodafone
- **Fellow, Young Leaders for Active Citizenship, Policy in Action:** Worked with Prof. Rajeev Gowda, Member of Parliament, to design the 2019 tourism policy of Bengaluru ahead of Karnataka elections
- **Journalist, BitcoinExchangeGuide:** Published ~50 articles on blockchain & cryptography

EDUCATION

Shri Ram College of Commerce: Bachelor of Commerce (Honors) | 2012-2015 | 78.0%, GMAT 740
Delhi Public School: Class XIIth [97%, School Rank 1/450; CLAT All India Rank 167], Class Xth [CGPA 10/10]