

Naveen Raj Kanagaraj

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[Email](#) | [LinkedIn](#) | [GitHub](#) | [Tableau](#)

Product Marketer and M.S. Marketing Analysis candidate with a Computer Science foundation and 4+ years of experience driving go-to-market programs, partnerships, and audience growth across B2B and B2C markets. Combines qualitative and quantitative market research with data analysis in SQL, Python, and Tableau with hands-on GTM execution to translate customer and market insights into positioning, launches, and measurable growth.

Professional Experience

Founder

LETSGROWESPORTS (India's most followed gaming media brand) [[IG](#) | [X](#) | [Website](#)]

Mar 2021 - present

- Scaled the brand from 0 to 280K+ followers and 3B+ impressions, driving sustained year-over-year audience and reach growth through audience research, segmentation, and differentiated positioning.
- Grew and sustained a 60K+ active website audience by analyzing audience behavior and acquisition patterns to identify opportunities for audience growth and repeat engagement.
- Negotiated and closed \$25K+ in strategic brand partnerships with companies including Samsung, Intel, Krafton, OnePlus, Philips, and Cloud9 by developing partner value propositions and pitch narratives, structuring commercial terms and offerings, and managing campaign deliverables and performance reporting.
- Led end-to-end GTM launches for new digital properties, translating market and audience insights into positioning, messaging, channel strategy, and launch plans that achieved 31.5%+ engagement, while leading a 5-person cross-functional marketing team.

Digital Marketing Manager

ENTITY GAMING (India's oldest & most successful esports organization) [[Links](#)]

Jul 2022 - Aug 2024

- Grew campaign impressions 200%+ to 250M+ across a 2M+ audience in India and Europe by owning positioning, messaging, and go-to-market for brand and content.
- Managed talent and creator partnerships by translating partner objectives into campaign concepts, creator strategies, messaging, and co-branded activations tailored to target audiences.
- Architected tier-based GTM packaging, value propositions, and partner positioning with executive leadership, driving \$1.8M+ in co-branded program revenue.
- Built competitive battlecards and market intelligence analyses to assess competitor strengths, market opportunities, and investment priorities, informing strategic decisions for founders and C-suite leadership.
- Led a 6-person cross-functional team across marketing, talent, content, and production to execute co-branded launches and partner campaigns from strategy through activation and performance measurement.

Projects

Apple On-Device AI: SMB Go-to-Market | Independent PMM Case Study | [GitHub](#)

- Built a full GTM strategy positioning Apple Intelligence as a privacy wedge for confidential-data professions, sizing a ~36M U.S. SMB TAM and defining solo and small law firms as the beachhead.
- Developed the positioning statement, three-pillar messaging house, and competitive battlecards against ChatGPT, Claude, Gemini, Copilot, and local LLMs.
- Defined an acquire-activate-expand strategy and lifecycle measurement framework, with weekly active confidential workflows per business as the North Star metric.

BGMI Product Marketing Strategy | Independent PMM Case Study | [GitHub](#)

- Defined BGMI's product positioning around reliability, competitive integrity, and player-created content, differentiating it from Free Fire and Roblox while addressing a 2.4× revenue and 3.5× MAU gap.
- Built behavioral segments and decision-profile personas from a 1,257-response survey and 50 interviews, translating player needs into positioning, messaging, and retain/resurrect/recruit strategies anchored by weekly engaged payers.

Dairy-Free Blizzard: Dairy Queen Go-to-Market | Independent PMM Case Study | [GitHub](#)

- Identified a \$1.25B, 12–15% CAGR market opportunity and competitive whitespace for a dairy-free Blizzard through category, consumer, and competitive analysis; built the launch strategy across positioning, pricing, packaging, channel, and measurement.
- Overrode the conjoint model's low-price recommendation after accounting for ~44% plant-based willingness-to-pay premium, oat-milk cost, and franchise economics, recommending a premium Blizzard line extension with a 6-month, ~30-franchisee pilot and 8% attach / 30% repeat-rate thresholds.

Skills

- Product Marketing & GTM: Go-to-Market (GTM) Strategy, Positioning & Messaging, Market Assessment, Competitive Intelligence, Customer Segmentation, Buyer Personas, Pricing & Packaging, Conjoint Analysis, Perceptual Mapping
- Technical & Product Analytics: SQL (PostgreSQL), Python (pandas), Tableau, PowerBI, Google Analytics 4 (GA4), A/B Testing, Cohort & Churn Analysis, Funnel Optimization, Advanced Excel
- Growth & Monetization: Growth Strategy, Creator & Partner Ecosystems, Campaign Strategy, Performance Marketing
- Leadership & Execution: Cross-Functional Team Leadership, Executive Presentation & Storytelling, Stakeholder Management

Education

MS in Marketing Analysis 3.92/4.0

Jan 2026 – Dec 2027 (Expected)

DEPAUL UNIVERSITY, CHICAGO, USA

Vice President, IT & Analytics – Kellstadt Marketing Group

Student Assistant – Department of Marketing

Bachelor of Technology in Computer Science and Business Systems

Nov 2021 - May 2025

SARANATHAN COLLEGE OF ENGINEERING, TAMIL NADU, INDIA

Certifications

[Meta Ads](#) | [Complete SQL](#) | [Google Creative Certification](#) | [Google Analytics \(GA4\)](#) | [Paid Advertising \(11 Ad Platforms\)](#)
[Google Professional AI](#) | [Generative AI by Microsoft & LinkedIn](#)