

Aryamun Atray

AI Marketing & Growth Lead | Performance Marketing | Brand & PR | Marketing Automation | Marketing Technologist

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GitHub Behance Clinora Live Demo

PROFESSIONAL SUMMARY

AI Marketing & Growth Lead with 10 years across performance marketing, brand and PR, ads operations and customer experience, including roles at Amazon, To The New, KTL Automobile and Accenture. Currently a freelance consultant running the complete marketing function for multi-location businesses in automotive (luxury and mass), education, real estate, retail and hospitality.

Owns the full funnel: Meta and Google Ads, GenAI creative and reel production, influencer and PR campaigns, launches and events, GA4/GTM tracking, CRM and WhatsApp automation. Manages ₹8-10L+ ad budgets and drives 2,000+ leads per month across 15+ locations. A rare marketer who also builds the tech behind growth: websites, Shopify stores, mobile apps, custom CRM/LMS systems and n8n automations, including two full-stack SaaS CRMs (Clinora, Pitwall) built end to end.

KEY ACHIEVEMENTS

- Managed **₹8-10L+ in paid media** across Meta Ads and Google Ads for multi-brand, multi-city businesses
- Generated **2,000+ qualified leads per month** through performance campaigns, landing pages and WhatsApp funnels
- Ran marketing for **15+ business locations across 5 industry verticals** without an in-house marketing team
- Produced **100+ reels and videos** end to end, from concept and script to shoot, edit and publishing
- Planned and executed **20+ events**, showroom activations and product/vehicle launches
- Built **2 full-stack SaaS CRMs** (Clinora, Pitwall) with **277 automated tests** combined, see portfolio

CORE SKILLS

AI Marketing

Generative AI for Marketing • AI Creative Production • Prompt Engineering • AI Video & Image Generation • AI Content Workflows • Marketing Automation • AI-assisted Copywriting

Automation & Product Build

n8n Workflow Automation • AI-powered Workflows • API & Webhook Integrations • CRM Development • LMS Development • Website Development • Shopify Store Development • E-commerce Setup • App Development • No-code / Low-code Tools • UI/UX Design

Performance Marketing

Meta Ads • Google Ads • Advantage+ Campaigns • Performance Max • Lead Generation • Retargeting • Lifecycle Marketing • A/B Testing • Funnel Optimization • Conversion Rate Optimization (CRO) • CPL & ROAS Optimization • Budget Planning

Brand, PR & Content

Brand Strategy • Public Relations • Brand Communication • Content Strategy • Short-form Video • Reels Production • Creator & Influencer Marketing • UGC Campaigns • Social Media Management • Community Management • Launch Marketing • Event Marketing

MarTech & Analytics

GA4 • Google Tag Manager (GTM) • Conversion Tracking • Meta Conversions API (CAPI) • First-party Data • Event Tracking • Campaign Analytics • Marketing Dashboards & Reporting • CRM / LMS Management • WhatsApp Business API • WhatsApp Chatbot • Lead Nurturing • Landing Pages • Website Management

Leadership

Cross-functional Collaboration • Vendor & Agency Management • Stakeholder Management • Go-to-Market (GTM) Strategy • Product Launch • Project Management • Agile / Scrum

AI Marketing & Growth Lead | Marketing Technologist (Freelance Consultant)

Freelance | Lucknow, India | Aug 2025 – Present

Clients: multi-vertical business group (automotive, education, real estate, retail, hospitality) and a luxury German automobile dealership. Hired as the single owner of marketing, PR and brand for businesses with no in-house marketing team.

- Built and run the full marketing function for 15+ locations: strategy, budgets, campaigns, content, PR and reporting
- Plan and optimize Meta Ads and Google Ads campaigns (lead gen, Advantage+, Performance Max, retargeting) on ₹8–10L+ budgets, delivering 2,000+ leads per month, improving CPL and lead quality through continuous creative testing and audience optimization
- Use GenAI tools (ChatGPT, Claude, Gemini, Midjourney, Adobe Firefly, Canva AI) to script, design and test ad creatives at speed, cutting creative turnaround and enabling more A/B variants per campaign
- Lead end-to-end reel and video production for 100+ assets: trend research, concept, scripting, shoot planning, camera direction, editing, motion graphics and publishing
- Drive brand PR and communication: product and vehicle launches, showroom activations, 20+ events, and launch announcements across social channels
- Run creator and influencer collaborations from shortlisting and briefing to content approval and performance tracking
- Set up GA4 and Google Tag Manager for event tracking, conversion tracking and campaign attribution; report CPL, conversion rate and lead quality to management
- Build n8n automation workflows connecting ads, CRM/LMS, sheets and WhatsApp, plus WhatsApp Business marketing and WhatsApp chatbot flows for instant lead response and automated follow-ups, so every new lead gets a reply within minutes
- Manage Instagram and Facebook content calendars, community engagement and premium brand tone for the luxury automotive client
- Build websites, apps, landing pages and custom CRM/LMS systems for clients, focused on enquiry conversion and lead management. Also build Shopify stores end to end so brands can sell online: theme setup and customization, product catalog, payment gateway, shipping and tax settings, apps, Meta Pixel and Google tracking, and conversion-focused product pages
- Coordinate sales, CRM/CRE teams, designers, videographers, influencers and vendors for on-time campaign delivery

Sales & Customer Retention Associate – UK Process

Accenture | Bangalore, India | Mar 2023 – Jul 2025

UK consumer brand account. Tools: CRM, iComs, Citrix, AWS, MS Excel.

- Drove customer acquisition, upsell and retention for a leading UK consumer brand, working directly on conversion and churn reduction
- Positioned plans, upgrades, add-ons and retention offers to match customer needs, applying value-based selling and offer framing
- Handled objections and win-back conversations with at-risk customers, protecting revenue and customer lifetime value (CLV)
- Captured voice-of-customer insights on buying triggers, objections and pain points, later applied to ad copy, landing pages and lead-nurturing scripts
- Used CRM data for customer segmentation, interaction tracking and timely follow-ups across the customer lifecycle
- Built MS Excel reports on customer issues, conversion outcomes and feedback trends for team leads
- Gained deep exposure to UK customer behaviour and the full customer journey, from enquiry to purchase, support and renewal
- Consistently met quality, SLA and customer satisfaction (CSAT) targets in a 24/7 global delivery environment

Marketing Manager – Performance & Growth Marketing

KTL Automobile Pvt Ltd | Lucknow, India | Jan 2021 – Feb 2023

- Owned end-to-end digital marketing for the dealership, from campaign planning and budgets to creatives and reporting
- Planned and ran Meta Ads and Google Ads lead generation campaigns tied to monthly sales, test-drive and footfall targets
- Designed and optimized landing pages and enquiry forms, improving lead-to-enquiry conversion flow
- Tracked CPL, CTR, lead quality and enquiry-to-sale trends to reallocate budget toward best-performing campaigns
- Built a lead handling process with the sales team covering faster response, follow-up cadence and lead status tracking
- Created ad creatives, offer campaigns, festive promotions and model launch content for social media
- Planned showroom promotions and customer engagement activities to drive walk-ins and brand recall
- Managed vendors, designers and photographers to deliver campaign assets on time

Project & Marketing Manager – Digital Delivery

To The New | Noida, India | Jun 2018 – Dec 2020

- Coordinated delivery of digital marketing, website and technology projects at a digital engineering and marketing services company
- Planned sprints, timelines and resources with designers, developers and marketing teams using Agile/Scrum workflows
- Acted as the link between clients, internal teams and leadership, managing scope, priorities and status updates
- Built project trackers, weekly reports and dashboards to give stakeholders clear visibility on progress and risks
- Improved workflows and handoffs between creative, tech and marketing teams, reducing delays and rework
- Supported campaign execution, content coordination and launch activities for client projects

Ads & Marketing Operations – Marketing Events & Ads Team

Amazon | Lucknow, India | Jul 2016 – Apr 2018

- Supported advertising operations for marketplace campaigns, including campaign setup, workflow coordination and quality checks
- Assisted with audience targeting, campaign monitoring and optimization support for performance-driven ad programs
- Coordinated marketing events and promotional activities with internal teams and partners
- Worked with campaign data and reports to flag performance issues and support optimization decisions
- Built a strong foundation in customer-obsessed, data-driven marketing and large-scale ad systems

PROJECTS

Identified real lead-leakage and operations problems from hands-on marketing work, then designed, built, tested and launched SaaS products end to end as founder, alongside app and website builds delivered for clients.

Clinora – Lead-to-Revenue CRM for Clinics (SaaS)

Founder & Product Builder | SaaS Product | 2026 | Live in production | Live Demo | Case Study

What it is: A lead-to-revenue CRM for high-value clinics. Every new enquiry from ads, WhatsApp, calls or walk-ins gets an owner, a 10-minute response clock and a clear next step. The clinic owner sees which leads are slipping and how much revenue is at risk, before it is lost.

Problem it solves: Clinics pay for every Meta and Google lead, but replies come hours late, callbacks have no owner and no-shows are never recovered. The owner cannot tell a bad campaign from a slow reply.

- Built a multi-clinic web app, a mobile view for the front desk and a marketing website, following each enquiry from first contact to appointment, visit and recorded revenue
- Captures leads from Meta Lead Ads, WhatsApp, Google, Instagram, website, phone, walk-ins and referrals, with source and campaign attribution on every lead
- Automations: even lead assignment, first-call task, 10-minute response clock, WhatsApp acknowledgement and manager alerts when targets are missed
- "Leakage radar" and owner dashboard that rank missed replies, overdue callbacks, unconfirmed bookings and no-shows by estimated revenue at stake
- Appointment lifecycle (unconfirmed, confirmed, visited, no-show, cancelled) with no-show recovery and channel-wise revenue reports
- Four roles (owner, manager, receptionist, viewer), 134 PostgreSQL row-level security policies, audit log and an in-app help assistant in Hinglish, Hindi and English
- Shipped with 194 automated tests, 14 run against the live site | Stack: Next.js, React, TypeScript, PostgreSQL, Drizzle, Vercel

Pitwall – WhatsApp CRM for Car & Two-Wheeler Dealerships (SaaS)

Founder & Product Builder | SaaS Product | 2026 | Case Study

What it is: A WhatsApp-first sales CRM for car and two-wheeler dealerships. When a customer fills a Meta lead form, Pitwall replies on WhatsApp in under a minute, assigns one salesperson and tracks the lead through call, showroom visit, test drive, booking and delivery. It then sends those outcomes back to Meta, so ads learn to find real buyers instead of form-fillers.

Problem it solves: Indian dealers spend lakhs every month on lead ads, but leads get lost in WhatsApp groups, replies come hours late and Meta never learns who actually bought.

- Built 12 modules on one customer record: leads, showroom walk-ins, WhatsApp inbox and campaigns, inventory, sales, finance, delivery, insurance and service retention
- Integrated WhatsApp Cloud API, Meta Lead Ads, Meta Conversions API, Razorpay payment links with signed webhooks and SMS sign-in
- Communication policy engine: consent per purpose, no messages from 9 pm to 9 am, weekly message limits and promotions blocked for customers with open complaints
- Shared WhatsApp inbox where a salesperson can take over from automation, with internal notes kept out of the chat
- "Today" screen for owners that puts failures and complaints first, then follow-ups due, then approvals
- Designed the brand identity and a WebGL scroll-story landing page with a dealer payback calculator
- 83 automated tests and 2 internal security review rounds (113 checks) | Stack: Node.js, SQLite, JavaScript, GSAP, WebGL

AutoJobs – Android Job App (Client Project)

Mobile Product Developer | Client Project | Case Study

What it is: An Android app for job seekers, built for a client who already had a backend and job data but no mobile app. The app gives their users a fast, simple way to find and apply for jobs from their phones.

- Planned product scope, user flows and screens with the client based on their business goals
- Designed the app interface for clarity and speed on everyday Android phones
- Built the production Android app with Expo and React Native
- Connected the app to the client's existing backend and APIs, so no new server was needed
- Tested on real devices and handed over the code and accounts in the client's name

Parsley – Recruitment Website & Admin Panel (Client Project)

Creative Developer & Web Designer | Client Project | Case Study

What it is: A premium website for a high-end recruitment firm, plus an admin panel so the client's team can update content without a developer. The goal was a site that feels as premium as the candidates and companies the firm works with.

- Designed the full website experience, layout and visual direction
- Built immersive 3D and scroll animations with Three.js and GSAP
- Developed the front end, responsive across desktop and mobile
- Built a custom PHP admin panel for managing site content
- Delivered a brand-first web presence aimed at attracting premium clients and candidates

LUMA Business OS – Salon Operations Software (India)

Founder & Product Builder | Product Build | Case Study

What it is: A business operating system for Indian salons: one web app to run the salon's daily operations instead of registers, diaries and WhatsApp chats.

- Defined the product around a salon owner's daily workflow in the Indian market
- Created the design system and built the web app (Vanilla JS, SVG)

Plinth – Real Estate Operations Platform

Founder & Product Builder | Product Build | Case Study

What it is: A web platform to manage real estate business operations in one place, presented through a story-led product website.

- Wrote the product narrative, built the design system and developed the platform (Next.js, Tailwind CSS)

ORA – Personal AI Action Layer

AI Product Designer | AI Product Prototype | Case Study

What it is: A personal AI assistant that turns what a user needs into completed actions on their phone, instead of only giving answers.

- Led UX strategy and interaction design for iOS and Android, and built an interactive prototype (Next.js, Motion)

EchoFrame – Story Intelligence for Filmmakers

Creative Technologist | Product Build | Case Study

What it is: An immersive web experience for a story intelligence tool that helps filmmakers understand and shape their stories.

- Led art direction and built the 3D WebGL experience (Three.js, GSAP)

Full work and case studies: aryamun-atray-portfolio.vercel.app

TOOLS & TECHNOLOGY

AI Tools

ChatGPT, Claude, Gemini, Midjourney, Adobe Firefly, Canva AI

Ads & Analytics

Meta Ads Manager, Google Ads, Google Analytics 4 (GA4), Google Tag Manager (GTM)

CRM & Automation

n8n, CRM / LMS platforms (custom-built and configured), WhatsApp Business API, WhatsApp Chatbot, Python (basics)

Development

Next.js, React, TypeScript, Node.js, PostgreSQL, Drizzle ORM, SQLite, React Native, Expo, Tailwind CSS, Three.js, GSAP, WebGL, PHP, Shopify (store setup, themes, apps), Vercel, AI SDKs, AI coding tools

Integrations

WhatsApp Cloud API, Meta Lead Ads, Meta Conversions API, Razorpay, Webhooks

Design & Video

Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Figma, Canva

Other

MS Excel, Google Sheets, Citrix, AWS

EDUCATION

Bachelor of Arts (BA)

University of Lucknow, Lucknow

Intermediate (Class XII)

St. Lawrence, Lucknow

High School (Class X)

Tagore Public School, Jaipur