

Shubhamraj Singh

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Professional Summary

Senior Program Manager (Product Growth & Branding) with 8+ years driving online & offline GTM strategy, product launches and sales enablement for tech products across consumer, enterprise and SMB segments. Experienced marketing to revenue teams at scale, from event-led demand generation to AI-powered content workflows (Claude, n8n, Zapier). Proven ability to craft positioning, build cross-channel narrative, and arm sales teams to move faster.

Key Skills & Tools

- **Product & GTM:** Product Discovery, Roadmap Ownership, Product Launches, Customer Synthesis, Evals, Sales Enablement, B2B SaaS GTM, Stakeholder & Vendor Management, Cross Team Collaboration, Product Teardown.
- **AI & Automation:** OpenAI API, Gemini (Vertex) API, Claude, n8n (workflow automation), Hermes Agent, Agentic AI, Vibe Coding & Prototyping - Antigravity | Replit | Lovable, Prompt Engineering, AI-powered content automation, MCP.
- **Martech, Growth & Design:** A/B Testing, Google Analytics, Ads - Meta | Google | LinkedIn, HubSpot, Figma, [Storytelling](#).

Work Experience

Reliance Jio – Senior Program Manager (Product Growth & Branding) Jun 2023 – Present | Navi Mumbai

AI Product Management & Growth

- Led end-to-end product lifecycle management for [Jio AI Stack](#) (full AI ecosystem) **\$110 Billion AI Initiative** at the **AI Impact Summit 2026, India**, delivering integrated AI product experience presented to global leaders including **Narendra Modi, Emmanuel Macron, Sundar Pichai, Sam Altman, Alexander Wang** & much more.
- Launched & positioned [JioPC](#) as a “Next-Gen AI-ready computer for All” through integrated multi-channel campaigns driving awareness and adoption leading to **40,000+ signups within 31 days**.
- Launched [JioGames Cloud](#), an affordable solution to play high-end games on cloud challenging **Nvidia Geforce & Xbox Cloud Gaming** dominance, **capturing majority of cloud gaming market share in India**.

Branding

- Owned positioning, messaging, and use-case narratives for the AI products like **AI Home** and **JioFrames**. Co-ordinated cross-functional execution across product, design, and PR for multi-product showcases.
- Directed content, design, use cases & execution for the event **Indian Mobile Congress 2024 & 2025**, coordinating with cross-functional teams and agencies.
- Spearheaded PR/ Digital campaigns for a modern [Vande Mataram](#) rendition campaign, resulting in **20,000+ listeners**.

Join Ventures (IGP & Interflora) – Product Marketing Manager (Social Media) Jun 2022 – Aug 2022 | Mumbai

- Oversaw **₹2Cr+ monthly paid media budget** across Meta & Instagram to drive sales, installs and awareness.
- Optimized product feeds and implemented Dynamic Catalog Ads, leading to a **15% increase in purchase conversion value** and driving higher overall revenue.
- Improved ROI via data-driven campaign optimization, contributing to **₹100–130Cr monthly revenue**.

Webbutterjam – Performance Marketing Assistant Manager May 2021 – May 2022 | Mumbai

- Executed **₹20–30L** monthly budget campaigns across Search, Social & Influencers for clients in E-commerce, FMCG and BFSI, achieving up to **20xROAS**.
- Delivered lead generation, remarketing, and conversion goals through continuous **A/B testing**.
- Managed 5+ key client accounts, maintaining a **80% client retention rate** through consistent delivery of results and

strategic insights.

aCubeIT (AI research, consultancy & training) – Digital Marketing Specialist

Feb 2019 – Apr 2021 | Mumbai

- Reduced cost-per-lead **from ₹260–200 to ₹40–80** via strategic paid campaign optimization.
- Secured paying partnerships with over **10 colleges**, especially pharmacy institutions for AI course enrollment through targeted **B2B** email marketing outreach.
- Secured high-quality leads for AI workshop via targeted **LinkedIn ads** and Developers LinkedIn group giveaway.

[Education](#)

- PGP in Digital Media & Marketing Communications – Jio Institute, 2023
- Neuro-Marketing & Customer Experience - Nanyang Business School, 2023.
- PGDM (Marketing) – Welingkar Institute of Management, 2020
- BTech (Computer Science) – Dr. JJMCOE, 2018

[Certifications](#) (click to know the exhaustive list of certifications)

Microsoft AI Product Manager, Google Digital Marketing | Meta Marketing Science | LinkedIn Social Media Marketing | GrowthSchool Performance Marketing Workshop | SkillNation Google Ads Workshop | Hootsuite Platform Certification