ANISHTA PURRAHOO

GTM STRATEGY | PRODUCT & GROWTH MARKETING | AI-ENABLED KNOWLEDGE WORK
Mauritius-based | Open to relocate | EU work eligible | U.S. sponsorship required | www.pqworks.co

SUMMARY

GTM and growth marketing leader with 15+ years turning market, customer, and behavioral insight into systems that change how people discover, understand, adopt, and use products. I work across strategy and execution: research, positioning, lifecycle, content, acquisition, experimentation, operations, and product-building. At Dataquest, that now extends into AI-enabled knowledge work - redesigning workflows around specialized agents while keeping human judgment central to strategy, creativity, and accountability.

CORE EXPERTISE

GTM Strategy • Product & Growth Marketing • Segmentation & Personas • Positioning & Messaging • Integrated Campaigns • Activation & Lifecycle • User Research • Behavioral Experimentation • Content & Narrative • Customer Journeys • Marketing Operations • Funnel Analytics • SQL & Preset • Salesforce • AI Agents & Workflow Design • Market & Competitive Research

PROFESSIONAL EXPERIENCE

DATAQUEST — Marketing Director | progressed from Senior Digital Marketing Manager

Remote | Jan 2022–Present

- Re-architected a fragmented marketing operation into a connected growth system, reverse-engineering the learner journey from subscription back through activation, onboarding, lifecycle, landing pages, content, and acquisition so each touchpoint reinforces the same customer story.
- Rebuilt onboarding around intentional behavior change: top-of-funnel career quizzes route prospects into personalized paths, followed by a 10–14 day journey covering projects, skills, career context, founder perspective, first-lesson activation, and upgrade. Continuous testing across messaging, sequence, creative, and landing pages contributed to subscription conversion increasing from 1.5% to 3.5% against a 2.4% target; first-day/first-week conversion increased from 1.3% to 2.1%.
- Built a User Research Intelligence system that turns five years of outcome surveys, support feedback, and learner behavior into GTM inputs. Used it to rethink the 2026 outcomes survey around what learners want to accomplish with AI and feed insights into lifecycle, positioning, content, and acquisition.
- Building a closed-loop, AI-operated marketing model for a lean team. Working agents already support intelligence and production across SEO, user research, product/UX, content, email, and creative; broader orchestration is being built and tested so performance data can feed the next learning cycle while humans retain strategic and creative judgment.
- Redesigned blog production into an AI-assisted, human-reviewed workflow spanning search-intent research, competitive/LLM analysis, strategy, writing, technical review, design, editorial feedback, revision, and publishing. One person can now manage comparable weekly output that previously involved four people.
- Systematized an ad-hoc scholarship process into an end-to-end operating workflow with qualification criteria, landing-page UX, Pipedrive stages, automated status communications, templated agreements, onboarding, and recipient reporting; the program has supported 8,000+ scholarships globally, including initiatives with Microsoft and Omdena.
- Scaled Dataquest's YouTube audience from ~1.6K to 73K+ subscribers through project-led content, distribution, thumbnail experimentation, launch timing, and repeated iteration; organic social reach increased 23%.

AFRICAN LEADERSHIP UNIVERSITY — Marketing Technology & Operations Manager | Marketing Operations Manager | Student Recruitment Manager

Mauritius | Oct 2016–Mar 2022

- Generated 80,000+ leads across two intake cycles and designed four lifecycle journeys of ~20–25 emails each; conceived Salesforce lead-scoring logic that combined source, engagement, application progress, and interest signals into green/orange/red prioritization for recruitment teams.
- Turned ALU's leadership proposition into repeatable audience experiences by launching the Mauritius Leadership Bootcamp and Robotics Bootcamp; the leadership bootcamp model was later adopted across multiple African markets.
- Built reusable activation and content programs including an entrepreneurship webinar series, the evergreen Find Your Mission webinar journey, and a three-season ALU podcast; supported GTM for ALU's online Venture program during COVID, which attracted ~28,000 sign-ups.
- For the inaugural Mauritius campus opening, conceived and led "News from the Future": a newspaper set ten years ahead, with imagined stories of ALU graduates tackling major challenges across technology, education, environment, infrastructure, and employment.

MIDDLESEX UNIVERSITY — Senior Market Researcher | Regional Manager, Mauritius | Marketing Assistant

Mauritius / London-linked regional work | Aug 2011–Jul 2016

- Progressed through regional marketing, recruitment, market-research, and business-development roles supporting an international campus network, building an early foundation in adapting positioning and GTM execution to different market contexts.
- Built the market case supporting board consideration of Middlesex University's Mauritius campus expansion, combining competitive analysis, higher-education trends, market-growth projections, outbound student demand, local retention potential, income growth, and tuition affordability.

SELECTED GTM, PRODUCT & SYSTEM-BUILDING WORK

Helvetic Institute of Technology — Secured the engagement and partnered with The Ada Side to co-lead the brand and GTM launch of a new Swiss technology institution: competitive landscape, personas, positioning, messaging architecture, student journey, landing-page narrative, teaser/launch campaign, paid acquisition, nurture, testing, and measurement.

L'assiet — Building a culturally adaptive meal-planning product designed to reduce weekly mental load without turning food into calorie mathematics; combines household coordination, recipe discovery, and community knowledge.

REVIV — Co-building a circular wardrobe brand and community designed to move sustainable intent into behavior through education, upstyling, recirculation, resale, donation, and responsible end-of-life decisions.

Innowear Production Intelligence — Mapped a largely manual knitwear operation from order through planning, production, inventory, costing, and delivery, then designed a phased digital/AI-enabled system so information can travel with the garment instead of living across paper, WhatsApp, email, and people's heads.

The Blends — Co-founded and led the market-facing build of a direct-to-consumer knitwear venture: market/competitor research, segmentation, proposition, brand, ecommerce UX and copy, sustainability narrative, product storytelling, photography/model direction, and launch execution.

EDUCATION

MBA, Distinction — Middlesex University, 2015–2016
Postgraduate Diploma, Digital Marketing — Digital Marketing Institute, 2018–2019
Bachelor's in Marketing & Human Resource Management, First Class Honours — Middlesex University, 2008–2011

LANGUAGES

English (C2)
French (C2)
Mauritian creole (native)
Hindi (B1)