

KRITIKA RASTOGI

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Global AI Product Marketer with 7+ years of experience driving user and competitive research to lead GTM launches, positioning, full-funnel marketing, enablement, and adoption for platform products across AI, SaaS, and digital ecosystems.

EXPERIENCE

SPROUTSAI | *Agentic AI B2B recruiting SAAS - ATS, sourcing and analytics*

Palo Alto, California

AI Product Marketing Manager, Part-time

Jun 2025 – Aug 2025

- Increased ARR by 12% through launching 2 zero-to-one AI products, developing ICPs/personas, and defining category-leading positioning and messaging through user and competitive research
- Built a live competitive intelligence repository and conducted 42+ user/client interviews, leading cross-functional teams to guide roadmap priorities and transform two legacy products into AI workflows, reducing time-to-value by 26%
- Created persona-specific enablement materials (pitch decks, demo videos, one-pager, objection handling FAQ, battlecard, etc.) for business decision-makers, influencers and sales teams enhancing sales effectiveness and communication

BURGER KING

Indonesia

Digital Product Marketing Manager

Jul 2022 – Jun 2024

- Influenced product strategy for the Burger King App, launching and optimizing features based on voice of customers and competitive analysis, resulting in a 24% YoY revenue increase
- Led cross-functional teams including product managers, CRM, UI/UX, engineers, and data team to drive full-funnel omnichannel GTM strategy and execution for the loyalty program and gamification features, resulting in a 33% increase in adoption
- Defined customer pain points, value propositions, and messaging frameworks grounded in customer insights, ensuring consistent positioning and product narrative across channels (CRM, social, in-app, paid, organic) and teams
- Doubled purchase frequency and improved retention by 14% by designing lifecycle marketing campaigns and a messaging framework with dynamic rewards based on cluster analysis of 1M+ users into 11 personas, optimized through A/B testing

GOJEK | *Asia's largest Super App; valued at \$28B*

Indonesia

B2B Product Marketing Manager

Apr 2020 – Jul 2022

- Drove voice of customer programs, competitive and sales data research to identify growth opportunities and build the roadmap for ads and promo portfolio serving SMB & enterprise clients; launched 3 innovative formats, generating \$11M in incremental revenue
- Owned GTM for 4 zero-to-one product launches, developing product narratives, messaging frameworks, and full-funnel marketing and content strategies tailored to SMB and Enterprise ICPs; achieved 35% adoption in the first 30 days
- Built and scaled a centralized sales enablement library across 13+ asset types, including 40+ case studies, 26+ pitch decks, battle cards, demos, one-pagers, FAQs, and objection-handling guides, driving 21% growth in advertiser spend and 34% growth in ARR
- Improved ad engagement by 15% and merchant satisfaction by 23% by analyzing post-launch feedback and performance metrics

VODAFONE

India

National Account Manager, GTM

May 2018 – Apr 2020

- Led GTM marketing strategy for 25 clients by creating tailored messaging and bundled offerings, driving \$9M revenue

SEVEN SEAS | *Real Estate*

Thailand

Assistant Product Marketing Manager

Aug 2014 – Jul 2015

- Launched new market entry brand campaigns via ATL and BTL channels, generating 465+ leads and \$4M revenue in first 3 months

EDUCATION

CARNEGIE MELLON UNIVERSITY, Master of Science, Product Management

Pittsburgh, Dec 2025

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, Master of Business Administration (MBA)

India, Apr 2018

LANCASTER UNIVERSITY, Bachelor of Business Economics (Honors)

UK, Jul 2014

SKILLS

Tools: SQL, Tableau, Jira, Trello, Clever Tap, Python, Google Analytics, Asana, Slack, Salesforce, Figma, Miro, HubSpot

Blog: <https://medium.com/@kritikarastogi240>