

Bijoy (Neel) Sen

Growth Marketer & AI Strategy Specialist

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dearstory.in/neel/growth-case-study

in creativeneel

Professional Summary

Hands-on Growth Marketer and AI Strategy Specialist combining a powerful background in organic audience scale (100,000+ subscriber community) with 3+ years of corporate customer acquisition and pipeline operations. Proven track record of launching self-initiated digital frameworks, utilizing Generative Engine Optimization (GEO) to capture zero-CAC inbound traffic from conversational AI engines, and driving high-velocity conversion loops. Expert at translating human emotional hooks into structured prompts, no-code solutions, and automated delivery models to accelerate startup revenue growth.

Core Competencies

Growth & AI	Generative Engine Optimization (GEO), Semantic Clustering	Marketing UX	Click-Through Rate (CTR) Optimization, Retention Funnels
No-Code & Tech	OpenAI Codex Prompting, GitHub Version Control	Systems	API-driven Fulfillment, CRM Automations
Execution	Territory Pipeline Operations, Local Route Mapping	Strategic Planning	Market Penetration Mapping, Consumer Retention

Technical Experience & Live AI Case Studies

Mar 2026–Present **Independent Growth Marketer, AI Growth & Product Lab** — DearStory, Self-Initiated Case Study

Built, launched, and scaled a premium personalized B2C asset brand to test real-world Generative Engine Optimization (GEO) theories and no-code infrastructure.

- **Engineered a Zero-CAC Acquisition System:** Positioned a premium personalized lifestyle brand to achieve direct, organic recommendation status on ChatGPT, Gemini, and Claude for high-intent queries, eliminating paid ad spend.
- **Optimized Search Console Performance:** Architected an end-to-end web optimization strategy that secured a sustained **10.4% Click-Through Rate (CTR)** and a top-tier **3.8 Average Ranking Position** on Google Search Console.
- **Validated Cross-Border Inbound Action:** Successfully captured highly targeted global traffic loops, driving **37% of all organic checkouts from premium international markets** including Canada, the United States, Singapore, and Germany.
- **Automated Global Fulfillment Infrastructure:** Constructed front-end web interfaces using Antigravity and AI agents, mapping automated checkout webhooks directly to cloud-based print-on-demand APIs for physical international delivery.
- **Managed High-Touch CRM Conversions:** Deployed a customized conversion funnel inside WhatsApp CRM, translating sensitive customer milestones into multi-page visual narratives while maintaining strict visual layout stability.

- June 2025–Present **Territory Growth & Operations Lead, Paytm, Ranaghat, Krishnagar, Santipur**
 Led localized physical-to-digital acquisition strategies, coordinating regional deployment networks to drive merchant ecosystem density.
- Directed and coached a **15+ member frontline sales force** across high-volume commercial clusters, consistently exceeding regional growth quotas by delivering **110%+ against monthly acquisition goals**.
 - Formulated data-backed territory route mappings that optimized underpenetrated merchant clusters, boosting overall team operational productivity by **20%**.
 - Instituted strict tracking mechanisms to enforce a mandatory **30-day active product utilization compliance threshold**, successfully safeguarding post-onboarding account retention and reducing regional churn.
 - Launched strategic cross-selling frameworks for complex commercial and financial products, significantly enhancing high-margin regional portfolio revenue.
- May 2023–Apr 2025 **Business Development Specialist, PhonePe, West Bengal**
 Executed end-to-end local merchant onboarding campaigns, managing distributor channels to maximize regional brand presence.
- Executed aggressive B2B merchant acquisition campaigns, successfully onboarding and nurturing a regional portfolio of over **300+ commercial and retail accounts**.
 - Coordinated directly with regional distributor networks to streamline asset logistics, point-of-sale physical branding, and micro-market asset allocation.
 - Analyzed local competitor trends to launch targeted enrollment drives, boosting Daily Active Merchant (DAM) engagement metrics by **15%** and driving platform transactional volume by **25%**.

Organic Growth & Content Mastery

- 2017–2022 **Founder & Executive Producer, Neelavo Production (YouTube Community)**
 Conceived, scaled, and managed an organic digital media enterprise to master top-of-funnel consumer psychology, leading to a deep focus on internet systems distribution and digital marketing.
- Engineered organic distribution and editing strategies to scale a self-initiated digital content channel past **108,000+ active subscribers**, earning an official *YouTube Silver Play Button Award Holder* for milestone excellence.
 - Analyzed real-time platform data, optimizing thumbnail click-through rates (CTR) and audience watch-time dynamics to command millions of organic impressions.
 - Directed visual asset production, editing pacing, and multi-channel engagement frameworks that turned cold traffic into an active, loyal brand audience.

Education & Specializations

- 2025–2028 **Bachelor of Business Administration (BBA) — Digital Marketing, Manipal University Jaipur, Online Program**
Pursuing parallel to professional roles to formalize advanced competencies in data-driven consumer behavior, SEO architectures, and modern digital distribution models. (Current Progress: Semester III)
- 2014 **Bachelor of Arts (B.A.), Ranaghat College, University of Kalyani, West Bengal**

Certifications

- AI & Growth **Semrush Academy:** AI-Powered Marketer
 Digital Media **Google / Coursera:** Digital Marketing & E-Commerce Professional Certificate
 Inbound Tech **HubSpot Academy:** Digital Marketing Specialization

Tools & Languages

- Tech Stacks Antigravity, OpenAI Codex, GitHub, ChatGPT Prompting, Canva, Google Analytics 4, Search Console, Razorpay, WhatsApp CRM

Languages Bengali (Native), Hindi (Fluent), English (Professional)