

Aditya Tejas

adityatejas.com
linkedin.com/in/adityatejas

Experience

Fractional Marketer

Adityatejas.com (Dec'23 to Now)

Technical Marketer

Animalz.co (Sep'21 to Nov'23)

Founding Marketer

Pasture.io (Oct'19 to Aug'21)

Manager, Startups

Ennovent.com (Sep'16 to Oct'19)

Education

Design Thinking

Darden School of Business,
University of Virginia (2020)

Computer Engineering

Anna University (2010)

Accomplishments

Wrote BOFU technical case studies and comparisons for clients like Corellium, Treble, Optiv, and Skyflow. Improved conversions by 5X and lead pipeline by 2X.

Wrote blogs, sales assets and technical whitepapers for IT decision makers across DevOps, Observability and data security domains. Increased signups by 5X.

Took Pasture's blog from scratch to 10K monthly unique visits. Created content funnels that increased ARR from \$200,000 to 1.3 million in two years.

Led million-dollar incubation programs and investment deals for startups. Managed complex multi-year projects for ADA, GIZ, IRC, NIUA and Water.org.

Skills

Write trust-worthy, high-quality, technical content

Create BOFU comparison pages and case-studies

Refine positioning based on user interviews and data

Turn complex technical details into jargon-free content

Tie content wins to growth in leads pipeline and sales

Testimonials

Aditya's ability to break down intricate technical concepts into easily digestible content sets him apart from other content marketers. He consistently delivers engaging technical content.

June Brown, Head of Content, Beacon Digital Marketing

Aditya crafted challenging technical content. He is a rare talent that can bridge the marketing and engineering worlds. He helped our client improve domain ratings to over 60 in a year.

Meredith Kucherov, Senior Content Strategist, Revinate.com

Aditya has doubled our subscribers, increased organic traffic by five times and has improved our email open rates and engagement metrics significantly.

Oliver Roberts, CEO, Pasture.io

Aditya has a nuanced understanding of consumers and markets. He is a continuous learner, an attentive listener and has a deep sense of integrity. I highly recommend him.

Vipul Kumar, Director, Xynteo.com