

GROWTH SYSTEMS ARCHITECT • MARKETING OPERATIONS (REVOPS)
LEAD • AI AUTOMATION ENGINEER

EXECUTIVE VALUE PROPOSITION • WHY HIRE THIS ARCHITECT

Proven Revenue & Systems Builder with 8+ Years Scaling B2B SaaS, Healthcare, and Tech Ventures: Delivered a verified **3.8x aggregate ROAS**, contributed **\$2.5M+ in qualified pipeline**, and engineered scalable growth engines across **175+ client engagements**. Bridges full-funnel growth architecture, enterprise MarTech infrastructure (**HubSpot, Salesforce, Marketo**), and cutting-edge AI engineering. Pioneer in deploying autonomous agentic workflows (**25+ production AI agents** running on n8n, Claude, Gemini, and OpenAI), slashing campaign execution latency by **87%**. Creator of **PROMPTMATRIX** (open-source LLM governance & evaluation registry) and author of the *Matrix Labs* intelligence publication. Architects high-converting, resilient systems designed to operate deterministically without constant human intervention.

CORE COMPETENCIES & TECHNICAL KEYWORD MATRIX

Growth Systems & Demand Gen:	Full-Funnel Demand Generation, Top-of-Funnel (TOFU) Acquisition, Multi-Touch Attribution, Account-Based Marketing (ABM), Conversion Rate Optimization (CRO), A/B Testing & Multivariate Experiments, CAC:LTV Optimization, Lifecycle Nurtures, Lead Scoring.
AI Systems & Agent Orchestration:	Multi-Agent Swarm Architectures, LLM-as-a-Judge Evaluation, Intent Signal Processing (6sense, Clay, Apollo), Autonomous n8n Workflows, Prompt Governance & Version Control, Deterministic Fallbacks, RAG Pipelines, OpenAI / Anthropic / Gemini API Integrations.
Marketing Operations & CRM Infrastructure:	HubSpot (Enterprise), Salesforce CRM, Pardot, Marketo, Eloqua, LeanData Lead Routing, Contact Database Hygiene, SDR SLA Acceleration, Automated Enrichment Pipelines, Webhooks, REST API Integrations, Zapier, Make (Integromat).
Analytics, Coding & Platforms:	Looker Studio (Google Data Studio), Google Analytics 4 (GA4), Mixpanel, Amplitude, SQL, Python (Data Processing & SDKs), JavaScript/Node.js, SQLite, PostgreSQL, Docker, Git/GitHub, Vercel, HTML5/CSS3, Beehiiv, Klaviyo, ActiveCampaign.

PROFESSIONAL EXPERIENCE & QUANTIFIED BUSINESS IMPACT

FOUNDER & PRINCIPAL GROWTH SYSTEMS ARCHITECT

2020 – Present | Remote / Guwahati, India

Matrix Labs Agency & Automation Lab

Founded growth microservice agency and revenue automation lab; designed and deployed growth engines across 175+ client engagements.

- Multi-Channel Revenue Scaling & Demand Gen:** Architected integrated growth campaigns across search, LinkedIn, automated email funnels, and webinars, generating **\$2.5M+ in verified pipeline** and an aggregate **3.8x ROAS** across client portfolios.
- Autonomous Agentic Operations (25+ Production AI Agents):** Engineered a custom agentic operating system utilizing 25+ autonomous AI agents (Claude, Gemini, n8n nodes) to automate lead verification, database hygiene, and vendor reporting—slashing campaign setup latency by **87%**.
- Enterprise CRM & MarTech Administration:** Administered client MarTech stacks in **HubSpot, Salesforce, and Marketo**, implementing automated multi-touch lead scoring and database cleaning protocols that boosted inbound demo conversion rates by **29%**.
- Intent Signal Ingestion & Mid-Market Velocity:** Built automated enrichment pipelines integrating **6sense and Clay** intent data with Salesforce CRM objects, routing high-propensity accounts to sales teams and increasing deal closing velocity by **34%**.
- Lifecycle Nurture & Retention Engineering:** Designed behavioral trigger nurture tracks segmenting 4,200+ active contacts into 6 distinct behavioral cohorts, elevating email engagement (open rates from **24% to 52%**) and reducing customer churn by **41%**.
- Cross-Functional Leadership:** Directed a distributed squad of 8 growth marketers, copywriters, and developers, establishing standardized QA checklists and CI/CD campaign workflows that eliminated deployment errors.

CREATOR & LEAD SYSTEMS ARCHITECT

2024 – Present | Open Source & Cloud SaaS

PROMPTMATRIX (AI Prompt Governance & Evaluation Control Plane)

Conceived, architected, and launched an open-source AI prompt management and sub-5ms evaluation registry for multi-agent engineering teams.

- Core Architecture & Runtime Engine:** Engineered high-performance backend serving prompt behavioral specs at **<5ms latency** with in-memory caching, variable interpolation, and hot-patching capabilities—eliminating full application redeployments.
- Zero-Spend Product Growth & Waitlist Engine:** Defined technical positioning, interactive API documentation, and automated developer capture workflows, acquiring **global enterprise waitlist teams in <60 days** with \$0 paid marketing spend.
- Full Developer Tooling Ecosystem:** Built and published the official Python SDK (pip install promptmatrix), CLI binary (pmx.py / promptmatrix-cli), and zero-dependency offline rule-based evaluation engine scoring across 6 quality dimensions.
- Enterprise Governance & Cryptographic Security:** Implemented AES-256-GCM encryption for LLM evaluation keys, SHA-256 key hashing, and deterministic LLM-as-a-Judge evaluators across Anthropic, OpenAI, Google Gemini, and Groq.

Independent Advisory & Client Engagements

Delivered high-impact growth strategy, MarTech integrations, and conversion funnels for startups and mid-market organizations.

- **Go-To-Market & Product Launch Execution:** Spearheaded multi-channel acquisition funnels for technical B2B and healthcare product launches, generating **INR 1.2 Crore (\$145K+)** in **direct launch ARR** within 90 days.
- **SDR Lead Routing & SLA Acceleration:** Redesigned CRM lead ingestion and validation logic, reducing inbound lead response latency from **24 hours to <90 seconds** and driving a **3.2x lift in qualified discovery meetings**.
- **Local Search & Organic Footprint Optimization:** Architected organic search infrastructure and local discovery optimization across an **8-location retail network**, securing Top-3 map rankings and yielding a **3x increase in foot traffic**.
- **Viral Multi-Channel Reach Expansion:** Managed integrated performance marketing campaigns that expanded organic and paid brand impressions from **50K to 2.5M+** (50x expansion) while maintaining strict CAC limits.
- **Full-Funnel Analytics & Unit Economics Modeling:** Built unified executive reporting suites in Looker Studio and GA4 with multi-touch attribution modeling, providing clear visibility into blended CAC, payback periods, and channel LTV.

REPRESENTATIVE SYSTEMS & REVENUE CASE STUDIES

Enterprise Closed-Loop Intent & Lifecycle Engine:	Architected automated ingestion pipeline connecting 6sense and Clay intent signals to Salesforce CRM. Segmented 4,200+ contacts into 6 behavioral cohorts, increasing email open rates to 52% and cutting annual churn by 41%.
Autonomous AI Lead Qualification & SLA Engine:	Constructed multi-stage n8n agentic workflow using Gemini and Claude APIs to enrich inbound leads in real-time, score intent, verify corporate email validity, and assign directly to SDRs in <90 seconds, lifting booked meetings by 3.2x.
PROMPTMATRIX Swarm Governance Control Plane:	Built distributed runtime prompt registry enabling hot-swapping of agent personas without code deployments. Integrated sub-5ms caching and LLM-as-judge automated regression testing, adopted by multiple developer teams.

EDUCATION, LEADERSHIP & CONTINUOUS ADVANCED PRACTICE

Continuous Advanced Practice:	Growth Systems Architecture, B2B SaaS RevOps, Full-Stack AI Automation & Prompt Engineering (2016 – Present)
Open-Source Maintainer:	PROMPTMATRIX — Governance Engine & Evaluation Registry for AI Systems (MIT License, Python / TypeScript)
Industry Publication:	Matrix Labs Intelligence — Weekly publication analyzing AI-native marketing automation and revenue systems on Beehiiv
Technical Languages & Tools:	Python, JavaScript, SQL, HTML5, CSS3, Docker, Git, REST APIs, JSON Web Tokens, SQLite, PostgreSQL, n8n, Make