

SUMAN DEBNATH

SENIOR BRAND MARKETING & AI PRODUCT MARKETING LEADER

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Portfolio: <https://sumandebnath.houseofnamus.com> · Open to Remote / Relocation

WHO I AM & THE VALUE I BRING

Senior marketing & product leader with 9+ years scaling brands and 2+ years independently shipping AI-native products. I have grown website traffic by 40–50%, managed ₹40–60L in annual budgets, and compressed production cycles from weeks to hours using custom GenAI workflows. The rarest combination in today's AI market is not someone who understands AI, nor someone who understands business, it is someone who understands both from the inside. I know what brand and performance marketing teams actually need because I have run one. I know what AI can realistically deliver because I build with it every day. I bring both.

CORE SKILLS

- **Marketing & Brand:** Product Marketing Strategy · Go-to-Market Planning · Brand Strategy & Positioning · Campaign Architecture · Performance Marketing · SEO / SEM / Content Strategy · Google Ads & Meta Ads · Social Media · Marketing Automation.
- **AI & Product:** AI Product Development · Prompt Engineering · Agentic AI · RAG Systems · AI Workflow Design · Multi-Team Leadership · Data Analysis & Reporting · Understanding of LLMs, SLMs, Training & Fine Tuning Processes, and more.
- **Tools & Stack:** Next.js · React · Supabase · Vercel · n8n · Claude Code · Codex · Cursor · Replit · Lovable, and 30+ more.

PROFESSIONAL EXPERIENCE

Senior Brand Marketing Manager

March 2019 – Present

[Pune Institute of Business Management \(PIBM\)](#) · Pune, India

- **AI workflow implementation:** Introduced GenAI-powered ad creative pipeline saving 2–3 hours daily; built a custom GPT trained to convert student photos into professional leadership portraits, eliminating 7–8 hours of manual image editing per week across the design team — reducing a multi-day process to near-instant output.
- **SEO & web growth:** Grew institutional website traffic by 40–50% through SEO restructuring, content architecture redesign, and full UX overhaul; using AI-assisted development workflows, compressed website redesign and launch cycles from several weeks to hours — end-to-end owning strategy, content, design coordination, and QA.
- **Campaign & revenue impact:** Designed and executed full GTM for 20+ academic programme launches — brief, landing pages, SEO, and lead campaigns across Google and Meta — directly contributing to admissions revenue; delivered 99%+ of all projects on time and within budget across 6+ years.
- **Budget & vendor management:** Owned ₹30–40L annual vendor budget across print, OOH, and digital production; restructured content management from unstructured ad-hoc workflows to a platform-wise structured pipeline, significantly reducing briefing-to-delivery turnaround times.
- **Team leadership:** Directed 21-person cross-functional team spanning digital marketing, graphic design, and web development; introduced structured brief and workflow systems that reduced revision cycles and improved output consistency across all departments.
- **Digital & print media ownership:** End-to-end managed the print media funnel from strategy and content development through design and final delivery; led all social media content planning, improving copy quality and platform-wise structured publishing cadence.

Branding & Digital Marketing Manager

January 2018 – October 2018

[CBS Ventures](#) · Pune, India

- Built and executed integrated digital marketing strategy encompassing SEO, SEM, paid social, and organic growth; owned website design, development oversight, and UX optimisation — continuously measuring and improving performance and conversion metrics.
- Led full brand identity development from strategy to execution; managed all external creative agency and vendor relationships.

Earlier Experience

Marketing Executive at **Aamrit** · Summers at **Nivea** · Summers at **RamanByte Pvt Ltd** · Winters at **Aamrit**

AI PRODUCTS BUILT — INDEPENDENT / SELF-INITIATED PROJECTS

Independently designed, built, and shipped using AI-assisted development workflows — Claude Code, ChatGPT Codex, Cursor, Lovable, Replit, and 20+ more. Each product taken from ideation to live independently.

FLAGSHIP PROJECTS

MIGI – Fleet of 40+ AI Agents Working Independently

LIVE

Problem: No single system autonomously manages personal brand, career, finances, and infrastructure monitoring for a solo founder.

Built: 44-agent autonomous AI fleet covering LinkedIn autopilot, job applications, expense tracking, journaling, uptime monitoring, and a lot more, controlled via a dashboard with 2FA and Telegram bot. 500+ automated eval checks.

ROASmind

IN TESTING

Problem: Performance marketing teams are expensive, fragmented across platforms, and slow to execute.

Built: AI-native marketing operating system unifying Meta, Google & LinkedIn under one AI brain — engineered to eliminate 70–80% of performance marketing operational costs. Stack: Next.js, FastAPI, Supabase, LLM APIs. 200,000+ lines of AI-assisted code.

IMPRINT

LIVE

Problem: Identity continuity and preservation — a problem most people don't yet know they have.

Built: AI identity preservation system. Built from ideation to live product in ~1 week. Validated by multiple reviewers as a product whose full significance will be widely understood within 5–10 years.

LEGATUS

LIVE

Problem: No structured digital legacy system exists for individuals.

Built: One-of-a-kind AI-powered end-of-life digital legacy vault — no direct market equivalent. Built from ideation to live product in ~1 week.

ADDITIONAL PROJECTS

1. **PentaCMD** - 47M-parameter SLM built from scratch (nanoGPT-style), trained on 299K instruction→command pairs across 5 terminal families. ~87% exact-match. Live.
2. **Pentashell CLI** - Natural language to terminal command CLI powered by the custom PentaCMD-47M SLM.
3. **Qdex - 1.5B** - QLoRA fine-tuning pipeline for Qwen2.5-Coder-1.5B on instruction-style coding data with HumanEval benchmarking.
4. **Q-Dexter** - Local CLI coding agent with a human-approval gate turning plain-English goals into multi-step file and command actions.
5. **Aegis Vault** - Zero-knowledge encrypted notepad with AES-256-GCM + Argon2id envelope encryption.
6. **D-PE.ai** - Premium prompt engineering workspace with a Socratic interview engine and a sarcastic hacker terminal gateway.
7. **Forget Anything?** - Android app with geofencing + WiFi-based departure triggers to remind of essentials before you leave home.
8. **Soul Canvas** - Cinematic 3D psychological portrait - 24 questions render your inner architecture as a living particle sculpture.
9. **PixelVille** - Procedurally-generated city builder game with real economy, seasons, weather, crime, democracy and disasters.
10. **Brief Killer** - AI project brief generator integrated with OpenAI API.
11. **Brief Killer 2.0** - Next-gen AI strategy engine for real-time brief generation (LLaMA API).
12. **Repurpose AI** - AI content transformation and repurposing system (LLaMA API).
13. **Crawl Daddy** - SEO intelligence crawler with PageSpeed integration and AI recommendations.
14. **Slide Doctor** - AI-powered presentation audit and improvement system.
15. **EMBER** - AI burnout recovery companion with personalised wellness prompting.
16. **CITE** - AI career intelligence and guidance system.
17. **Geek Collectibles** - Full e-commerce ecosystem: frontend, backend, DB, admin panel, customer portal.

EDUCATION

Generative & Agentic AI | Saïd Business School, University of Oxford · 2026

PGP – Strategic Digital Marketing | Great Lakes Institute of Management · 2023

MBA – Marketing | Pune Institute of Business Management · 2016–2018

BA – English (Honours) | West Bengal State University · 2013–2016

CONTINUOUS LEARNING

ANTHROPIC (2026)

- Claude 101 & Claude Code 101
- Claude Code in Action
- Introduction to Claude Cowork
- AI Fluency: Framework & Foundations (with University Cork)

LINKEDIN LEARNING (2026)

- Generative AI for Business Leaders
- Integrating Generative AI into Business Strategy
- AI Challenges & Opportunities for Leadership
- Keeping Teams on the Bleeding Edge of AI Innovation
- Introduction to Prompt Engineering for Generative AI
- Introduction to Artificial Intelligence

MICROSOFT (2026)

- AI for Organizational Leaders by Microsoft and LinkedIn

AI & DIGITAL (2023-2026)

- Generative AI Bootcamp — Outskill (Jan 2026)
- Strategic Digital Marketing — Great Learning (2024)
- ChatGPT & AI Hacks with MS Office — Skill Nation (2024)
- ChatGPT & Generative AI Workshop — GrowthSchool (2023)

GOOGLE

- Google Analytics Individual Qualification
- Advanced Google Analytics
- Google Digital Unlocked: Fundamentals of Digital Marketing