

MANISH DWIVEDI

HEAD OF GROWTH & OPERATIONS | AI-NATIVE | 9+ YEARS

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SUMMARY

Growth and operations leader with 9+ years scaling EdTech (omnichannel), Media, and E-Commerce. Built ₹50 Cr+ ARR from scratch, scaled 0→90K paid users, drove NPS 23→67, made 4 of 7 categories profitable under 2.5 years. Now I use my experience to build and orchestrate agentic AI systems with unit-economics rigor.

PROFESSIONAL EXPERIENCE

AI Consultant (Growth & Ops) | Building AI Products & Systems

Jan 2026 - Present

www.promere.app - Built an **AI prompt intelligence platform**: search 6,800+ classified images via natural language, reverse-engineer images into 8-element prompt recipes, reformat for 10 models. Solo build, 4 weeks.

www.marketminute.ai - Built an **AI GTM generator** using live competitor+Reddit data; ground reality based GTM in mins.

www.konvert.Media - Built for Konvert.media, **“Mojo” - an openclaw 7-agent campaign system** fully controlled on WhatsApp. Compresses 5-day campaign production to <45 minutes at <\$1/sprint.

YuaLabs (Recruitment Agency) - built two-part outreach engine: (1) Sales Navigator → enriched, JD-fit-ranked lead pipeline, and (2) auto-scanner that drafts custom recruiter outreach for new SDR posts. Saves 50+hours/week.

Automations (n8n, make.com) - 50+ automations across lead gen, hiring, content, marketing, research, ops including the PW SEO pipeline that replaced a 5-6 hour manual content chain.

DGM - Business | PhysicsWallah, Noida | Val: \$3.7B

Aug 2023 - Dec'25

- Built a **₹30 Cr. ARR** portfolio from the ground up, lead a **96-member team** and drove monetization of **90K+ paid users** and 1M+ free users across 7 online categories + 3 offline centers (omni-channel development)
- Drove **₹12.22 Cr Cat EBITDA swing FY25 → FY26** across 7 P&Ls (**-₹8.86 Cr → +₹3.36 Cr, 138% improvement**) through compounding NPS benefit, new business initiatives, bottomline optimisation and operational efficiency.
- Improved **NPS 23 → 67** by designing cross-functional SOPs, embedding consumer insights into product strategy, increasing student participation and leading collaboration across Support, Data, Marketing, Product, and Sales.
- Launched Judiciary as 0→1 flagship category (Nov 2023). **Scaled to ₹5.26 Cr FY26** revenue with first profitable year delivered: **+₹1.01 Cr Cat EBITDA / 19.2% margin**
- Launched **2 offline learning centers** across 0→1 categories: end-to-end ownership across AOP, P&L, site readiness, hirings, admissions funnel, and offline marketing.
- Authored **6 priority-tagged product requirements** (P0/P1/P2) and the OND'25 quarterly product roadmap; launched **11 new products/programs** in FY26
- “Exceeded Expectations”** in annual performance reviews consecutively in **FY'25 & FY'26**.

→ **Awards:** Business Growth Leader (2025), Growth Champion (2024)

Category Manager | Unacademy, Bangalore | Val: \$3.5B

Oct 2019 - Jul 2023

- Scaled Govt. Exams portfolio from **₹1.2 Cr to ₹20 Cr ARR with 1.5M+ learners** (65K+ paid), leading 5 direct reportees, 70 creators and 15 partners across product, content, and marketing.
- Led omnichannel setup by **launching 4 course SKUs** and the **first offline learning center in Pune**, owning site selection, setup, compliance, launch GTM, and student onboarding.
- Generated highest ever single day and monthly revenue in Sept'22 **ranking #1 among 15+ categories** as part of **“Mission September”** initiative.
- Improved bottom line by 20% in 3 months through operational efficiency, content strategies and product solutions
- Grew MH YouTube channel to **600K subscribers, 2.5M+ peak monthly views**, driving **1M+ free and 40K+ paid learners** to the app.
- Built **1M+ student pool** across YT, Telegram, WA Groups and Educator groups for a new category (MH State Exams) with the help of 50+ top educators, Channel partners and Free content initiatives.
- Closed top educator deals across Maharashtra for my category to drive **70% growth in new users FY'20 → FY'21**.
- “Exceeded Expectations”** in annual performance reviews consecutively in **FY'21, FY'22 & FY'23**.

→ **Awards:** Game Changer x2 (2022), Innovation & Leadership (2021), A+ Performer (2021),

Sales Lead | Silicon Media Technologies, Bangalore [U.S. Market]

Jan 2018 - Sept 2019

- Managed a B2B portfolio of **ARR \$16 Mn spread across 32+ magazines portfolios** (U.S. & Europe Market) with 8 direct reportees.
- Spearheaded launch of 3 new editions canvassing Drone Tech, Agri Tech & AI to increase existing **sales by 15%; additional \$2 Mn ARR**.
- Developed customer-centric retention strategies based on feedback, improving customer LTV by 20% and reducing churn by 15%.
- Improved premium position (Cover Story, 2 Pager) conversion by 50% through cold targeting Tech Event Sponsors and Partners.

→ **Awards:** Sales Excellence (2018 x2)

Founding Team | Bestofsuperheroes.com, Gorakhpur

Jan 2016 - Dec 2017

- Bootstrapped **multiple early-stage e-commerce dropshipping ventures** with 3 co-founders — **full-stack 0→1** across design, product, marketing, ops, support & logistics.
- Grew our Facebook community page from **0 to 100K followers** in 2 years through content experimentation & data. [The Rolling Indian](#)
- Created Process SOPs and handled Vendor Onboarding, Operations, Customer Success, Social Media & Design single handedly.
- Designed 30+ creative assets for product, social media content, AD, SKUs on a daily basis.

PROFESSIONAL SKILLS

- Category Management
- Program Management
- Marketing & GTM
- P&L & Unit Economics
- Leadership & Strategy
- Brand & Growth
- Outreach/Onboarding
- Research & LMS
- Stakeholder Management
- Communications
- Product Management
- Cross Functional Team
- NPS & Customer Exp.
- Omnichannel
- Vendor Management
- Business modeling & OKR

TECHNICAL SKILLS

- Six Sigma (Yellow Belt)
- Product Dev (Cursor, Claude Code, Vercel, Supabase, Codex)
- SQL, Sheets, Excel, Notion
- Data Analytics & Visualisation
- Full-Stack Dev (AI Assisted)
- Generative AI
- Orchestration, MCP, pgvector
- Automations & API
- AI Tools (Claude, ChatGPT, Perplexity, Midjourney, Higgsfield, ElevenLabs)
- Local LLMs, RAG, Ollama
- AI Agents & Agentic Systems
- System Thinking & Design
- Apify, OpenClaw, embeddings

EDUCATION & ADDITIONAL INFORMATION

- Education:** B.Tech (E.C.E) - Tula's Institute, Dehradun, 2011-2015
- Languages:** English, Hindi
- Certifications:** Project Management (Google), Business Metrics (Coursera), Lean Six Sigma Yellow Belt (Coursera), Data Analytics (Coursera)

RECOMMENDATIONS

- Vaibhav Chouksey (Director, PhysicsWallah):** Manish manages (Directs) multiple categories with ease and efficiency, simplifies complexity, and builds scalable systems that drive operational excellence.
- Punith Reddy (Ex - Head of New Initiatives @Cred, VP- Unacademy):** Disciplined operator-leader with rare commercial-operational balance and obsessive ownership.
- Jenish Kamdar (Ops Head - Blinkit, Ex-SM Unacademy):** Exceptional team player and problem-solver who builds categories and culture.