

# Mighil Puthukkudy

hi@mighil.com | +1 702 763 3178 | Calicut, India | [WhatsApp](#) | [Website & Projects](#)

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## WORK EXPERIENCE

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| <b>Dorix LLC</b> (Makers of BlogSEO.ai and Folio.la (acquired))<br><i>Head of Digital Marketing &amp; Products</i>   | <b>2023 – Present</b><br><i>Remote</i>                                   |
| <ul style="list-style-type: none"><li>Oversee feature development as a product manager.</li><li>Single-handedly managed copywriting for all web, product, documentation, and support systems.</li><li>Built strategic influencer partnerships to drive SaaS growth.</li><li>Kick-started AI-driven content marketing.</li><li>Provided AI prompt engineering support for product development.</li><li>Created marketing analytics dashboards for performance tracking.</li><li>Handled customer support and community engagement.</li><li>Grew products from scratch:<ul style="list-style-type: none"><li>Acquired and managed 80K+ customers through digital marketing strategies.</li><li>Successfully shipped multiple products on Product Hunt, securing top 3 positions.</li><li>Ran ads on multiple platforms including X, Meta, Reddit, Google, etc. resulting in millions of impressions.</li></ul></li></ul> |  |
| <b>Heyooo</b> (Makers of Heyform, EarlyBird (co-founded), TinySnap)<br><i>Head of Digital Marketing &amp; Product Lead</i>   | <b>2021 – 2023</b><br><i>Remote</i>                                      |
| <ul style="list-style-type: none"><li>Successfully shipped multiple products on Product Hunt, securing top 3 positions.</li><li>Oversee feature development as a product manager.</li><li>Grew products from scratch:<ul style="list-style-type: none"><li>Designed and executed SEO, content marketing, and PPC strategies from scratch.</li><li>Managed copywriting, conversion optimization, and A/B testing.</li><li>Led link-building campaigns and technical SEO improvements.</li><li>Handled customer support and community engagement.</li></ul></li></ul>  |  |
| <b>Multiple Companies</b> (from SaaS, BaaS, to service-based)<br><i>Various Roles</i>  | <b>2012 – 2021</b><br><i>Hybrid</i>                                      |
| <ul style="list-style-type: none"><li>Contractor @ RecMaster, Minoid, Jiju, Trycle, Labex, Nomad Cartel, ChengduLiving</li><li>Digital Marketing Manager @ ugChain</li><li>SEO Team Lead @ IOBit</li><li>SEO Team Lead @ Acodez (India)</li><li>In-House SEO Analyst @ IOSS (India)</li><li>SEO &amp; SMO Executive @ WebNamaste (India)</li></ul>   | 2018 – 2021<br>2017 – 2018<br>2015 – 2017<br>2013 - 2015<br>2013<br>2012 |

## CERTIFICATIONS, SKILLS & INTERESTS

- Certifications:** Cambridge BULATS Certification (C2), Google Analytics Certification, Google Ads Search Advertising Certification, Google AdWords Video Certification, HubSpot Inbound Certification.
- Skills:** Product Management, Product Marketing, Market Research & Analysis, Product Shipping, Go-to-Market (GTM) Strategy. Copywriting, SEO, SEM, PPC, Content Marketing, Growth Hacking, CRO, Link Building, Social Media Marketing (SMM), Influencer Marketing, Paid Advertising (Google Ads, Meta Ads, X Ads), Email Marketing, Marketing Automation. Google Analytics, Google Tag Manager, Ahrefs, SEMrush, Screaming Frog, Plausible Analytics, PostHog, Data Visualization (Metabase, MS Clarity), A/B Testing, User Behavior Analysis. Adobe Photoshop, Camtasia Studio, FL Studio, Procreate, Web Development (PHP, Python, React), Server Administration (Ubuntu, CentOS), Hosting & Deployment (Vercel, Supabase), Nextjs. AI Prompt Engineering, API Usage, Automated Workflows, and AI Content Generation.
- Interests & Projects:** Music Production (Astral Goose, Max Pomet, The Dead Author, Signal Siren). Indie Web Development (WP2Bear, html.earth, zmd.ee, wr8.in, abstraktr, bear.css.observer)