Mighil Puthukkudy

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Skills

Full-cycle Product Management ● ● ● ● ●

Product Management, Product Marketing, Market Research & Analysis, Product Shipping, Go-to-Market (GTM) Strategy

Digital Marketing & Growth ● ● ● ● ●

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

Marketing Analytics ● ● ● ● ●

Google Analytics, Google Tag Manager, Ahrefs, SEMrush, Screaming Frog, Plausible Analytics, PostHog, Data Visualization (Metabase, MS Clarity), A/B Testing, User Behavior Analysis

Creative & Development Tools ● ● ● ● ○

Adobe Photoshop, Camtasia Studio, FL Studio, Procreate, Web Development (PHP, Python, React), Server Administration (Ubuntu, CentOS), Hosting & Deployment (Vercel, Supabase), Nextjs

Artificial Intelligence ● ● ● ● ●

AI Prompt Engineering, API Usage, Automated Workflows, AI Content Generation

Profile

Results-driven digital expert with **12+ years** of experience in **copywriting**, **product marketing, product management, full-stack digital marketing, SEO, growth hacking, and SaaS marketing**. Proven track record in **shipping successful products.** Experienced in **AI** prompting and data-driven decision-making.

Professional Experience

Head of Digital Marketing & Product Lead
Dorix LLC
2023 – present | US, Remote

- Makers of BlogSEO.ai ↗ and Folio.la ↗ (acquired).
- Successfully shipped multiple products on **Product Hunt**, securing **top 3 positions**.
- Oversee feature development as a **product manager**.
- Single-handedly managed **copywriting** for all web, product, documentation, and support systems.
- Acquired and managed **80K+ customers** through digital marketing strategies.
- Built **strategic influencer partnerships** to drive SaaS growth.
- Kick-started **AI-driven content marketing**.
- Provided **AI prompt engineering** support for product development.
- Created **marketing analytics dashboards** for performance tracking.
- Handled **customer support and community engagement**.
- Ran ads on multiple platforms including X, Meta, Reddit, Google, etc. resulting in **millions of impressions**.

Full-Stack Marketer & Product Lead
Heyooo
2021 – 2023 | China, Remote

- Makers of EaryBird (ex co-founder), TinySnap, Heyform.
- Successfully shipped multiple products on **Product Hunt**, securing **top 3 positions**.
- Oversee feature development as a **product manager**.
- Designed and executed **SEO, content marketing, and PPC strategies** from scratch.
- Managed **copywriting, conversion optimization, and A/B testing**.
- Led **link-building campaigns** and technical SEO improvements.
- Handled **customer support and community engagement**.

Projects

htmLearth ☐
PHP, utility

ZMD.ee ☐
PHP, utility

wr8.in ☐
React.js, Notion to blog starter kit

abstrakt ☐
Python, art-gen

WP2Bear ☐
WordPress Plugin

Max Pomet ☐
Music Project

Astral Goose ☐
Music Project

The Dead Author ☐
Music Project

Mishka (Inactive)
AI Chatbot

bear.css.observer ☐
Cloudflare Worker, Utility

Certificates

BULATS Certification (Cambridge)
C2 in English

Certificate in Marketing
- Google Analytics Certification
- Google Ads Search Advertising Certification
- Google AdWords Video Certification
- HubSpot Inbound Certification

Freelance Digital Marketing Consultant
N.A.
2018 – 2022 | Remote
Worked with multiple brands and startups, specializing in **SEO, content strategy, and SaaS growth**.

- **RecMaster (Apr 2022 - Jun 2022):** Optimized website for **CRO and user engagement**.
- **Minoid.io (Apr 2022 - Jul 2022):** Developed websites and executed **growth marketing strategies**.
- **Jiju.co (Jan 2020 - Oct 2021):** Built and maintained **WooCommerce sites & WordPress plugins**.
- **Trycle, Labex:** SEO for Ed-tech platforms
- **Music Production (2020):** Produced **Kaav & Marupirvai EP** for Palakkadan Dystopia, featured in *Rolling Stone India*.
- **Nomad Cartel**: Multiple commissioned web development works.

Digital Marketing Manager
ugChain
2017 – 2018 | China
- Led **content marketing, whitepaper publications, and strategic collaborations**.
- Managed **social media campaigns** for blockchain projects.

SEO Team Lead
IObit
2015 – 2017 | China
- Increased **organic traffic** and optimized **on-page SEO strategies**.
- Managed **SEO & social media teams** for global reach.

SEO & Digital Marketing Roles
Early Career
2012 – 2015
- **SEO Team Lead, Acodez (India), 2013 - 2015:** Managed SEO campaigns and content marketing.
- **In-House SEO Analyst, IOSS (India), 2013:** Conducted keyword research and competitor analysis.
- **SEO & SMO Executive, WebNamaste (India), 2012:** Optimized social media presence and link-building strategies.