

ANUJ KUMAR VERMA

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Hyderabad, Telangana, India

EXPERIENCE

Garden Finance, Marketing & Growth

Feb 2025 – Present

Non-custodial Bitcoin bridge; \$2B+ lifetime bridged volume.

- Made the case for LLM search as an acquisition channel on per-user volume data, then owned the resulting plan across Reddit, YouTube and LinkedIn; **\$2M+ in AI-attributed volume over six months**.
- Found that a manual API-key approval was blocking autonomous agents from transacting, and worked with engineering to ship an MCP server that removed the gate.
- Proposed, scoped and selected the vendor for an in-product support desk replacing a Discord-only flow; **average resolution time down 60%**, with **a third of tickets closing without a human**.
- Ran social end to end across X, LinkedIn and YouTube, including IRL launch videos for **10+ co-marketing partnerships**; **500K+ impressions on X** and one video at **206.4K views**. Codified the brand's voice from 150+ published posts into the guide the team now works from.
- Repositioned LinkedIn and YouTube from retail crypto to B2B content on metrics, security and integration depth, for a BD and investor audience, as the company moved toward Bitcoin payment rails.

Horse's Mouth, Operations & Marketing

Apr 2024 – Jan 2025

Study-abroad marketplace pairing applicants with alumni at their target universities. Team of four. Acqui-hired by Yocket, Jan 2025.

- Built the seed pitch deck with the founder and owned the numbers: **CAC, revenue, monthly active users, runway and unit economics**. Established CAC materially below far larger incumbents, ran the company's first valuation, and represented it to investors at the IIT Roorkee incubator meetup.
- Wrote two costed go-to-market plans to scale alumni supply across the **world's top 50 universities**, each underwritten by the company's own outreach-to-onboarding conversion data rather than assumed rates.
- Onboarded **1,000 of the network's 3,000+ alumni across 20+ countries** through targeted LinkedIn research; cut mentor onboarding to under two minutes.
- Owned session delivery: **5,000 minutes completed** against a 10,000-minute company lifetime total, peaking at **50 bookings a day**, by layering manual reminders over automated ones and recovering failed calls across time zones.
- Ran two influencer campaigns end to end: sourcing, vetting on audience and performance data, rate negotiation, contracts and creative. Delivered **700K+ impressions** and **INR 25L+ in lead value**.

EnginR.co, Consultant (Internship)

Aug 2023 – Feb 2024

- Worked directly with the founders to pitch hiring services to **200+ C-level executives** at US enterprises across logistics, fintech and healthtech.
- Built a prospect database of **1,000+ US companies** in the 11–50 headcount band that became the base for lead generation and closing.

EDUCATION

Bennett University (Times of India Group), Greater Noida, UP

Sep 2022 – May 2025

Bachelor of Business Administration (Finance), School of Management

Ewing Christian Public Senior Secondary School, Prayagraj, UP

2022

Class XII (CBSE): 86%

PROJECTS

Altman's Z-Score Analysis of M&A Deals on Acquirers. Modelled acquirer Z-scores for ± 3 years around deal close to isolate the transaction's effect on financial distress risk; presented findings through data visualisation.

Ratio Analysis of M&A in the Indian Chemical Industry (2010–2020). Collected and cleaned deal data, computed **20 financial ratios** across ± 3 years around completion, and modelled the effect on acquirer and combined-entity performance.

How GIFT City Is Globalising the Indian Financial System. Reviewed 10+ papers to identify four structural problems behind GIFT City's creation, assessed how the IFSC addresses each, and benchmarked India's financial system and startup ecosystem against established global financial hubs.

SKILLS

Finance: Financial modelling, valuation, ratio and credit analysis, data analysis

Tools: Excel, PowerPoint, ProwessIQ (CMIE), HubSpot