

# Rafid Imran

## Sr. Growth Manager

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Dublin, Ireland

Ex-founder and GTM leader with years of experience growing enterprise SaaS with multi-tiered ICP, complemented by hands-on experience in Y Combinator backed startups.

## Work Experience

### Growth Manager

Jan 2024 - Present

[Yuma AI](#) | US (Remote)

B2B AI SaaS that automates 360 customer interactions for global e-commerce companies like Glossier.

- Boosted 16% MoM ARR growth by leading a full messaging and web transformation that repositioned Yuma as an AI interaction platform for e-commerce companies, from just a helpdesk add-on.
- Co-developed and launched Sales AI, Yuma's second product, by spotting opportunity for AI driven revenue in e-com; partnered with Product and Success to lead GTM and an upsell campaign that added \$150K ARR in a quarter.
- Lifted trial-to-purchase conversion by 21% after rebuilding in-app guides, and rolling out behavior-triggered emails that cut time-to-value without extra sales touch.
- Built a lean content engine from scratch that accelerated the pipeline by 37% through 25 SEO articles, 11 deep-dive case studies, and a 50%+ open-rate newsletter.
- Created a high-intent referral pipeline by building 12+ tech-integration partnerships and publishing SEO-optimized co-branded content, fueling a steady flow of inbound leads.
- Captured 300+ mid to large enterprise leads by co-authoring a playbook with Retail Dive on AI-powered CX, opening a new pipeline.

### Growth Generalist

Aug 2023 - Jan 2024

[Strive](#) | Singapore (Remote)

Singapore's leading Edtech platform that teaches programming to kids.

- Scaled Strive-League (coding competition) sign-ups to 13k registrants after automating campaign ops and running targeted school outreach, which boosted monthly lead flow by 29%.
- Boosted sign-ups by 22% by building two conversion-focused landing pages using Webflow and Squarespace, capturing 1.4k new leads.
- Captured 520 new student sign-ups in six weeks by launching Strive's first Instagram micro-influencer campaign through signing 9 edu creators, A/B-testing offers, and tracking.
- Cut campaign setup time by 38% after building SOP playbooks, 50+ communication assets, and several integrations.
- Secured \$10K+ new ARR in two months by conducting 15 consultative sales calls per day, accelerating demo-to-close win rate.

### Founder & CEO

Apr 2020 - Aug 2023

[Thrive EdTech](#) | Bangladesh

Personalized learning platform for SAT-style assessments | 100k users

- Grew platform to 100k users in 15 months, by building a 13-person team and leading GTM.
- Led go-to-market strategy, validated by 250+ user interviews, through frequent user engagement to discover language/market fit.
- Increased daily active sessions by 30% after developing a personalized AI tutor through design sprints, strengthening user engagement.
- Built a 120k members Facebook community while maintaining 21% weekly engagement by orchestrating daily challenges and peer-led live sessions, ultimately feeding the sales pipeline.

- Converted 26% of 3k monthly webinar attendees into new users by delivering three expert-led sessions each month, accelerating acquisition.

## Startup Incubation Manager

Jan 2020 - Jul 2020

[Grameenphone Ltd.](#) | Bangladesh

Bangladesh's largest company and Telenor-Norway's \$5B telecom SBU, serving 87M subscribers.

- Launched a nationwide startup incubator program by combining targeted web ads with SMS to 6M young users, reaching 430k site visits in a quarter.
- Upskilled 250 aspiring entrepreneurs by delivering 16 workshops after onboarding 7 startup partners, and standardizing facilitator playbooks, to accelerate brand positioning.

## Product Marketing Manager

Jan 2019 - Jan 2020

[Grameenphone Ltd.](#) | Bangladesh

Bangladesh's largest company and Telenor-Norway's \$5B telecom SBU, serving 87M subscribers.

- Helped convert 1.5M traditional telco users to MyGP (company's super-app) by segmenting the 70M telecom subscriber base and running campaigns across in-app push, SMS, and social channels.
- Raised avg. customer LTV by 8% in twelve months by redesigning user journeys with behavior-triggered flows to increase spend inside the app.
- 3x core-feature engagement by running weekly content A/B tests on test-segments and promoting winning content to all 6M app users.

## Management Trainee Program

Mar 2018 - Jan 2019

[Grameenphone Ltd.](#) | Bangladesh

Bangladesh's largest company and Telenor-Norway's \$5B telecom SBU, serving 87M subscribers.

- Learned through one of Asia's largest digital-telecom companies. Got first hand experience with GTM, product development, and agile methodologies by working in various digital product teams.

## Global Partnerships Executive

Oct 2017 - Mar 2018

[Grameenphone Ltd.](#) | Bangladesh

Bangladesh's largest company and Telenor-Norway's \$5B telecom SBU, serving 87M subscribers.

- Converted 200k users from 3G to 4G SIMs by launching three YouTube and Facebook branded telecom bundles exclusive to 4G users.
- Piloted a WhatsApp co-branded offer that lifted data ARPU by 5% across a 1M subscriber cohort.

## Core Skills

Go-to-market, Hubspot, Clay, Webflow, Figma, selling to leadership, communication, product positioning and messaging, growth marketing, data analysis and performance measurement, marketing automation and CRM management, cross-functional stakeholder management, content and thought-leadership, partnerships, sales enablement, customer sales, online media, client relationship management, sales, global marketing, building relationships, customer success.

## Education

### North South University

Feb 2014 - Feb 2018

Bachelor of Business Administration Marketing

GPA: 3.48