

ARUN NIVAS

MBA (Marketing) Graduate | Growth Marketing | Marketing Strategy | AI-Powered Business Analysis
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PROFESSIONAL SUMMARY

MBA (Marketing) graduate combining Growth Marketing, Marketing Strategy, and Business Analysis with hands-on expertise in AI-powered systems. Experienced in consulting-style strategic analyses (SWOT, competitive positioning, growth loops, retention strategy, North Star metrics) and building AI-driven marketing workflows for research, intelligence, and lead generation. Brings a data-driven, frameworks-first mindset — translating insights into actionable growth strategies. Targeting roles in strategy, analytics, and AI-enabled marketing.

KEY PROJECTS

Marketing J.A.R.V.I.S. v3 – AI-Powered Marketing Strategy Framework 2025 – Present

Strategic Framework Development | AI Integration | Business Analysis

- Engineered an AI-powered strategic marketing framework integrating 16 frameworks: SWOT Analysis, Customer Journey Mapping, Growth Loops, Retention Frameworks, Customer Acquisition Funnels, and North Star Metric design.
- Strategic business analyses on Zomato and Swiggy — competitive positioning, retention strategy, growth loops, North Star metrics, and GTM recommendations — producing consulting-style portfolio reports.
- Produced LinkedIn business strategy presentations and portfolio case studies; integrated AI tools (Claude, ChatGPT, Perplexity, n8n) to generate data-backed recommendations from unstructured inputs.

Strategic Growth Analyses – Zomato & Swiggy 2025

Business Analysis | Competitive Strategy | Growth Marketing

- Applied Porter's Five Forces, SWOT, growth loop mapping, retention funnel analysis, and North Star metrics to two of India's largest food-tech platforms.
- Synthesised findings into structured strategy reports with recommendations on acquisition, engagement, and retention — benchmarked against global growth marketing best practices.

AI Marketing Automation Systems – Growth & Intelligence Suite 2025 – Present

AI Automation | Workflow Engineering | Lead Generation | Competitive Intelligence

- Built 5 AI-powered marketing systems (n8n, OpenAI API, Google Sheets): Market Research System, Lead Generation & Outreach System, Competitor Intelligence System, Content Strategy System, and Content Repurposing System.
- AI Lead Generation & Outreach System generates decision-maker profiles, value propositions, cold emails, LinkedIn sequences, and follow-up cadences — reducing manual prospecting time significantly.

EXPERIENCE

Digital Marketing Intern – Corizo Jun 2025 – Aug 2025

- Developed skills in digital marketing strategy, content creation, social media marketing, and brand communication; gained exposure to data-driven acquisition and audience engagement techniques.

Graphic Design Intern – Corizo Jun 2025 – Aug 2025

- Applied design thinking and visual storytelling to marketing collateral, deepening understanding of how brand design drives identity, conversion, and audience engagement.

EDUCATION

Master of Business Administration (MBA) – Marketing Graduated 2026

O.P. Jindal Global University, Sonapat, Haryana

Bachelor of Commerce (B.Com) – Marketing Management Graduated 2024

D.G. Vaishnav College, Chennai

PORTFOLIO

Marketing J.A.R.V.I.S. Portfolio — Available on request (Google Drive / LinkedIn)

- Zomato Strategic Growth Analysis • Swiggy Strategic Growth Analysis

SKILLS

Strategy & Analysis: Growth Marketing • Marketing Strategy • Business Analysis • SWOT Analysis • Competitive Analysis • Customer Retention Strategy • Growth Strategy • Market Research

Marketing & Operations: Marketing Analytics • Marketing Operations • Lead Generation • Content Marketing • Digital Strategy • Revenue Operations

AI & Automation: AI Automation • Workflow Automation • Competitive Intelligence • Prompt Engineering • Marketing Technology (MarTech)

Tools: n8n • OpenAI API • Claude • ChatGPT • Perplexity • Google Sheets • Canva • Notion • Gemini

CERTIFICATIONS

AI Generalist Accelerator Program – Outskill | Aug 2025

Digital Marketing Workshop Certification – Digital Scholar | Mar 2023

Digital Marketing & Graphic Design Internship Certifications – Corizo