Shubham Joshi

Go-to-market and growth lead

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Summary

Go-to-market and growth lead with 8+ years across GTM strategy, product development, conversion copywriting, B2B content marketing and technical scriptwriting. Founder of Gursar Digital.

Experience

Founder and Managing Director Aug 2026 – Present
Gursar Digital Private Limited

- A technology, marketing and consulting company for international clients, built on four pillars: technology and product development; marketing and branding; business transformation and consulting; digital products and technical implementation.

Product, GTM and delivery lead (freelance) Apr 2026 – Present
Train True, fitness coaching app

- Product owner, go-to-market lead and delivery lead, running strategy, product, build and launch end to end.
- A fitness coach wanted marketing to start immediately, but the native app couldn't ship for about five months. Ship a free web app first, and start marketing the day it goes live. The full native app follows later.
- Every paying client has to come from our marketing. That rule makes attribution non-negotiable: every enquiry carries a recorded source, so every client is traceable to our work.
- *An independent fitness coach. Commercial details and results are not shown. I can talk through my decisions and approach in an interview.*

Senior Technical Script Writer Oct 2023 – Mar 2026
Ksolves India Limited

- Alongside the scriptwriting remit, I owned end-to-end marketing and go-to-market for DFM Manager, an enterprise SaaS product. The funnel got bigger and cheaper at the same time. More traffic became signups, signups activated, and activation became live enterprise accounts, while cost per acquisition fell.
- Technical scripts and visual content for product advertisements, engagement up 35%.
- Hosted podcasts and voiceovers, lifting brand recall and customer interaction.
- Directed and edited product videos, conversion up 20%.
- Quarterly newsletters, customer retention up 15%. SEO-driven landing page content, web traffic up 40%.

Customer Engagement Associate Jan 2022 – Jul 2023
Beroe (Beroe-INC) Consulting (I) Pvt. Ltd.

- Full ownership of deliverables as first point of contact for B2B clients. Real-time market intelligence for data-driven decisions.
- Worked with the product team on feature enhancements. Led cross-functional initiatives for new product implementation.

Filmmaker Oct 2018 – Dec 2021
Filmy Keeday Productions (FKP), self-employed

- Produced and directed independent short films end to end. Managed casting, budgeting and post-production. Branded content for clients, digital engagement up 50%.

Skills

Strategy	GTM planning · offer and pricing design · positioning · funnel and attribution · channel mix and budgeting
Growth	Product-led growth · activation and retention · CAC reduction · conversion optimisation · experiment and measurement design
Content	Conversion copywriting · B2B content · technical scriptwriting · SEO · video and series production
Delivery	Product ownership · specification writing · AI-assisted development with human review
Trust	Claims discipline · consent design · privacy by design
Tools	HubSpot, Salesforce, Freshworks · Google Ads, Google Analytics, SEMrush · Adobe Premiere Pro, Canva Pro · React Native, TypeScript, Supabase, Vercel

Education

Integrated B.Tech CSE and MBA, Lovely Professional University, Phagwara Aug 2017 – May 2022
Project: Physical Currency Checker using a supervised machine learning model.