

SHALINI VERMA

AI PRODUCT & GROWTH MANAGER | 0-TO-1 SAAS | GTM | RETENTION

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PROFILE

AI-native product and growth operator with 7+ years across marketing, brand and customer behaviour, including 2+ years co-building AI SaaS products from 0 to 1. Owns product iteration, website/UX, conversion funnels, retention and churn research, GTM, analytics and AI automation. Took an early-stage AI SaaS from launch to consistent organic revenue with \$0 paid acquisition and built automation that increased creative output 4x.

KEY IMPACT

- Co-built and evolved two AI SaaS products from scratch, translating user behaviour, churn signals, funnel drop-off and market research into product, UX and growth priorities.
- Built the acquisition and measurement foundation from zero - Meta Ads, Meta Pixel, GA4, Google Tag Manager, conversion events and funnel analysis - to connect campaigns with user behaviour.
- Built scheduled executive reporting across revenue, failed payments, active users, visitors and generation failures; automated AI content workflows increased creative production speed 4x.

CORE CAPABILITIES

Product & Growth: 0-to-1 SaaS, product iteration, feature prioritization, user research, retention/churn, lifecycle growth, CRO, GTM strategy

AI & Automation: Claude Code, MCP integrations, AI agents and multi-agent workflows, prompt engineering, hallucination reduction, Python, APIs, workflow automation

Acquisition & Analytics: Meta Ads/Pixel, GA4, GTM, Mixpanel, SEO, GEO/AEO, conversion tracking, funnel analysis, B2B lead generation

EXPERIENCE

Head of Product Marketing | Product & Growth - imagera.ai

Canada (Remote) | Jan 2025 - Present

- Co-built and continuously evolved an AI SaaS platform from 0 to 1; own product iteration across website/UX, new feature and product launches, quality improvements, and retirement of outdated or low-value experiences.
- Took organic-first GTM from launch to consistent daily sales with \$0 paid acquisition through product iteration, SEO/GEO, conversion optimization and growth experimentation; launched Meta ad tests and implemented Pixel, GA4 and conversion tracking to measure acquisition, conversion and retention signals.
- Engineered MCP integrations so Claude can pull live product analytics and generate evidence-based optimization reports; designed prompts and workflows to reduce hallucinations and improve decision quality.
- Built a Cron-scheduled 10 a.m. executive report that automatically surfaces revenue, successful/failed payments, active users, visitors and generation failures for faster daily operating decisions.
- Designed and AI-assisted/vibe-coded conversion-focused website experiences; automated social content production and built SEO/GEO workflows, structured landing pages and blogs to scale organic and AI-search visibility.

Marketing Specialist | Product & Growth - PropZella

Ontario, Canada (Remote) | Jan 2024 - Jan 2025

- Co-built an AI real-estate SaaS product from scratch; shaped website/UX, positioning, acquisition funnels and product improvements through audience, competitor and customer research.
- Built an AI-powered B2B lead-generation workflow using ICP research, web-scraped data, cold email and SMS; implemented GA4, GTM, conversion events, funnel analysis and technical SEO to create a measurable acquisition foundation.

Creative Lead - Tola and Carat Jewellers

Jul 2021 - Nov 2023

- Led brand and creative strategy for a luxury jewellery business, applying consumer psychology to campaigns, merchandising and storytelling while coordinating cross-functional and freelance execution.

EDUCATION & ADDITIONAL EXPERIENCE

IGNOU - Graduate-level coursework in Psychological Sciences; B.A., Psychology (2015-2018)

Indian Institute of Gems and Jewellery - Diploma in Jewellery Designing (2015-2016)

Earlier: Visiting Faculty, JIMS (2019-2021); psychology, merchandising and jewellery design experience.