

# Aditya Tejas

adityatejas.com  
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## Experience

**Content Marketer**  
Pasture.io (2019 - Now)

**Manager, Startups**  
Ennovent.com (2016-19)

**Design Manager**  
Tulalens (2016)

**Program Manager**  
Innovation Alchemy (2010-13)

## Education

**Design Thinking Innovation**  
Darden School of Business  
University of Virginia (2020)

**B.E. Computer Science**  
SMKFIT, Anna University (2010)

## Accomplishments

Grew Pasture.io's niche B2B SaaS blog from scratch to 10K monthly visits. Created email campaigns that improved our sales pipeline by 5x. And created an e-book lead magnet that tripled our inbound leads, within the first two months.

Led complex consulting projects for international clients such as ADA, GIZ, IRC, NIUA and Water.org. Wrote content of IHUWASH website, PR pieces, reports and case-studies that were released by India's Minister for Urban Affairs.

Created a scalable preventive healthcare model for women in slums. Applied human-centric design to identify user stories and user needs. Created marketing content in local languages.

Led the first 2 batches of Marico's Social Innovation program, that helped startups unlock up to 400% growth, within a year. Led several user research studies and wrote articles for the World Bank and IFC about their programs in India.

## Skills

- Created content strategy, based on client's business model
- Written 3,500-word hub and 1,500-word spoke blog posts
- Created lead magnet, emails and SM posts to drive traffic
- Used Ahrefs, HubSpot and GA to create insightful reports
- Led complex projects and directly managed stakeholders
- Worked with and won the trust of CXO-level executives

## Testimonials

Aditya is an expert on early stage companies, fundraising, technical and creative writing.

**Marat Mukhamedyarov, Managing Partner, Good News Ventures**

Aditya has doubled our subscribers, increased our organic traffic by five times and has improved our email open and engagement rates significantly.

**Oliver Roberts, CEO, Pasture.io**

Aditya has a nuanced understanding of consumers and markets. He is a continuous learner, an attentive listener and has a deep sense of commitment and integrity. I highly recommend him.

**Vipul Kumar, Director, Xynteo India**

Aditya has demonstrated incredible persistence in overcoming complex challenges. He's a rare leader who possesses a sharp intellect and a deep integrity-dedication to his work.

**Priya Iyer, Associate Director, GSB Entrepreneurship, Stanford University**