

PROFILE

I have been running businesses since I was 17. Growth and brand lead with nine years across 72 brands. I take demand and unit economics as one job: a restaurant profitable in two months on influencer-led demand and rebuilt menu pricing, an OEM retainer that grew dealership conversions fivefold, and two F&B venues consulted from opening to ₹70 lakh and ₹40 lakh a month. When the numbers are the problem I build the tool — including the pricing calculator I sold to three restaurants outright.

72 Brands and agencies served 1 → 5 Monthly conversions, Renault Goa 2 mos To profitability, ANK
₹70L Monthly revenue reached, Le Grapes

SELECTED WORK

ANK

Profitable in 2 months — influencer demand plus rebuilt pricing

[CASE STUDY →](#)

Le Grapes

Six years, launch to a ₹70 lakh monthly run rate

[CASE STUDY →](#)

Renault

1 → 5 conversions a month on ₹25–30k ad spend

[CASE STUDY →](#)

Herbalife

12,500 attendees, 20 crew, delivered 6 hours after close

[CASE STUDY →](#)

SKILLS & SOFTWARE

MARKETING & ADS

Meta Ads Manager · Google Ads · Google Analytics

AI & AUTOMATION

Prompt engineering · Claude Code — building full working mini-apps · AI workflow design and automation · Claude · ChatGPT · Midjourney

DESIGN & CREATIVE

Figma · Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe Premiere Pro · Canva

PRODUCT & DELIVERY

Jira · Asana · Trello · Notion · Slack · Zoho · Excel / Google Sheets · Google Workspace

LANGUAGES

English · Kannada · Hindi · Tamil · Telugu

EXPERIENCE

GetMyCreative (Specter & Stinson Pvt Ltd) — Founder & CEO

MAR 2019 — 2026

- Built and ran a creative agency from one ₹8,000 retainer to a ₹5,00,000 monthly book — 50× in five years, bootstrapped, across 72 brands and 10,000+ delivered tasks.
- Ran brand, performance and influencer marketing across auto, dairy, hospitality, health and retail: paid media, short-form and UGC campaigns, packaging, and 11 live client websites.
- Consulted F&B clients on marketing and operations as one job — ANK profitable in two months, Le Grapes to a ₹70 lakh month, Cafe Siri from opening to ₹40 lakh.
- Retained 100% of clients through 2020 by servicing the entire book at roughly half rate rather than letting accounts go dark.
- Led a team of six plus a freelance bench, and handed the agency over in 2026 as a going concern to move into a full-time role.

- Led product on a clinic operating system now live in three clinics — 60+ features across nine departments, eight staff and partner roles, four patient-facing portals.
- Owned the requirements loop end to end: discovery with clinic owners, doctors and front-desk staff, turned into specs, priorities and a release order a two-person team could build against.
- Designed the core workflows and interface — appointment scheduling, the consultation screen, invoicing and split payments, and the member care-programme portal.
- Ran delivery: scoping, sequencing, release sign-off and rollout into clinics that could not stop seeing patients while we shipped — including a care-programme engine built with a design-partner clinic and generalised so the next clinic needed no code change.

GetMyCreative Platform (eida.ai) — Co-founder · Product

2025 — 2026 · CLOSED

- Co-founded and led product on a creative-operations platform — the tooling we built to run our own agency, productised for other studios to use.
- Accepted into the Google for Startups programme, which awarded \$25,000 USD in cloud credits and structured mentorship — credits, not capital, with no equity sold.
- Owned product definition, scope and the build roadmap across the creative tooling the agency itself ran on.
- Closed the project in 2026 when the infrastructure cost outran what the product could sustain — a deliberate shutdown rather than a slow bleed.

Restaurant pricing & profit calculator — Built and sold as a product

JAN — JUN 2026

- Built a pricing and profit calculator for restaurants — recipe costing, wastage and the margin a menu price actually returns — specified from operations experience rather than guesswork.
- Sold it outright to three restaurants at ₹70,000 each — ₹2,10,000 total — as a complete piece of software rather than a subscription.
- Closed the product after the sales rather than carry indefinite support for a tool with three customers.

ComeOffline — Advisor & operations support

CURRENT

- Helped a close friend launch and run a venue-partnership events brand — five events to date at roughly ₹25,000 revenue each, about ₹1,250 per head.
- Supported venue economics, partner pitching and the call on which formats were worth repeating.

DayOne Tech Solutions — Client Success Manager & sole designer

JAN — OCT 2023

- Held two roles at once as the company's only designer and its Client Success Manager — all marketing and brand material, plus the client relationships behind it.
- Coordinated directly with clients on deliverables, escalations and satisfaction, and built process to keep design moving while carrying client success in a resource-limited environment.
- Also held Senior Graphic Designer on RightAngle, DayOne's AI-teaching vertical (Mar — Dec 2023): 7–8 creatives daily and the visual design system that kept platform and campaigns consistent.
- Held the role full-time while the agency ran on part-time staff and freelancers — no accounts lost, and its book peaked the year after.

Frozen foods distribution — Sales & closing

2018

- Built the pitch and ran outbound for a frozen foods manufacturer, closing café accounts cold with sampling as the entire sales mechanic — ₹15,000–20,000 a month within the first months.

Metro-side food counter, Rajajinagar — Co-operator

2017 · 8 MONTHS

- Negotiated a management takeover at seventeen on ₹30,000 of working capital, tripled daily sales to ₹25,000 with a sandwich line I costed myself, and managed six staff all ten to fifteen years older.

EDUCATION

BBA	Sri Aurobindo College, 3 years
2ND PUC	Carmel College
1ST PUC AND SCHOOLING	KLE Society School