

BENITA ELIZABETH VARGHESE

Product Marketing Strategist · GTM, Positioning & Content Strategy for B2B SaaS & AI

benita@iambenita.com · +91-7087441408 · benitaelizabeth.com · linkedin.com/in/benitaelizabeth · Zirakpur, Punjab

Product Marketing Strategist with 10+ years across B2B SaaS, AI, and enterprise tech, driving GTM execution, competitive positioning, and demand generation that turn complex product capability into narratives buyers act on. Known for converting analyst and review recognition into pipeline-ready proof points, and for partnering cross-functionally across Product, Sales, SEO, and Design to ship messaging, campaigns, and enablement that move revenue.

PROFESSIONAL EXPERIENCE

Grazitti Interactive (SearchUnify) | Product Marketing Strategist

Jul 2024 – Present

GTM & Competitive Positioning

- Lead GTM strategy and competitive positioning for an enterprise agentic AI platform, aligning messaging to product roadmap and market landscape across 5–7 competitors, arming Sales with battlecards, FAQs, and deal-support assets that win active opportunities.
- Building end-to-end BFSI vertical GTM from the ground up — ICP definition, industry-specific messaging, competitive battlecards, and demand activations tailored to banking, insurance, and financial services buyers.
- Support 3+ product feature launches with buyer-centric value propositions, messaging frameworks, and full GTM execution.

Analyst & Review Recognition

- Drive G2 recognition from 3 to 8 badges globally (India, Asia, Asia Pacific, Momentum Leader, Users Love Us) across 3 consecutive report cycles, contributing to a 23-quarter consecutive leadership streak on G2's Enterprise Search Grid.
- Support SearchUnify's recognition as Champion and Gold Medalist in SoftwareReviews' Enterprise Search Data Quadrant for a third consecutive year, with a Net Emotional Footprint of +95; own end-to-end GTM of each recognition cycle — press releases, social campaigns, and sales enablement.
- Partner with CSM teams to generate 6–10 new G2 reviews per quarter and refresh existing reviews (29 to date).

Content, Thought Leadership & Enablement

- Built 30+ GTM and demand-support assets from the ground up — blogs, whitepapers, case studies, datasheets, landing pages, email, social — establishing early positioning for agentic AI and support ecosystem enablement; developed 10+ sales enablement assets adopted by Sales and Customer Success.
- Lead influencer outreach and pitching strategy for Expert Hub — sourcing and onboarding 6–15 industry experts to date, producing 16–20 Q&As over 12 months to build thought leadership and improve organic rankings.
- Author thought leadership content on AI, Knowledge Management, and CRM; monitor competitor launches and market shifts to deliver timely competitive insight; repurpose flagship content into multi-channel derivatives to extend campaign reach and asset ROI.

Events & Demand Generation

- Own end-to-end event marketing for 5 global industry events (ETBFSI, IDC CIO Summit, KMWorld, Support Refocus, TSIA) — strategy, booth planning, branding, TV decks, and positioning messaging through full on-site execution, including vendor/swag procurement, briefings, demo coordination, registration campaigns, and on-site lead generation and validation.
- Drive pre- and post-event email nurture sequences that convert event pipeline into qualified opportunities, as part of integrated campaigns spanning events, content, email nurture, and review programmes.

Code Brew Labs | Brand Marketing Copywriter

Oct 2023 – Feb 2024

- Developed brand-led conversion copy across landing pages, email journeys, and video scripts — translating product capability into audience-facing narratives that drove client education and pipeline.
- Partnered cross-functionally with UI/UX designers, developers, and SEO leads to deliver integrated brand campaigns with consistent messaging across channels.

Netsmartz | Brand Marketing Copywriter

2022 – 2023

- Led multi-platform brand marketing strategy spanning long-form content, YouTube scripting, and visual storyboarding — building a consistent brand voice across digital channels aligned to marketing and growth goals.

- Developed strategic brand partnerships to amplify market reach, expand audience, and strengthen brand authority across owned and earned channels.

Webspero Solutions | *Content Team Lead*

2019 – 2022

- Led and mentored a content team across B2B, B2C, D2C, and SaaS accounts — owning hiring, editing, and quality — and built a pre-content strategy process bridging content and commercial goals during client onboarding.

Healthviser / Dietitian Shreya's Clinic | *Social Media & Content Strategist*

2018 – 2019

- Developed social media strategy and copy across promotional, educational, and inspirational content, shaping brand voice for a healthcare and wellness audience.
- Authored a healthcare e-book and appeared as co-presenter on YouTube to support its launch — an early multi-format thought-leadership play.

NPact Ministries | *Brand Copywriter*

2016 – 2017

- Owned all brand copy — brochures, email newsletters, pamphlets, and website content — for a charitable trust.

JAM (Online Magazine) | *Copywriter & Social Media Manager*

2014 – 2017

- Grew audience through Facebook, Instagram, and the online magazine platform.

The Tribune | *Editorial Intern*

Mar – May 2013

CORE COMPETENCIES

Product Marketing: GTM Strategy · Competitive Positioning · Sales Enablement · Messaging & Narrative · Demand Generation · Persona Development

Content & Copy: B2B SaaS Writing · SEO · Case Studies · Web Copy · Email Journeys · Video Scripting

Strategy: Content Planning · Cross-functional Collaboration · Campaign Execution · Audience Research

EDUCATION

M.A. English Literature — Panjab University, 2016–2018 (Specialisation: Post-Colonial & Cultural Studies)

B.A. English Literature, Journalism & Psychology — Panjab University, 2011–2014