

# SIMRAN BHAVSAR

## PRODUCT MARKETING | B2B SAAS & AI

Paris / Nice, France · Open to relocate/remote | **Right to Work in France, No Sponsorship Required** | +33 7 80800202  
simranbhavsar0870@gmail.com | [simranbhavsar.com](https://www.linkedin.com/in/simranbhavsar) | LinkedIn: <https://www.linkedin.com/in/simran-bhavsar0870/>

## PROFILE

Product Marketing Manager with 6+ years of experience in B2B SaaS and AI products. Focused on positioning, go-to-market strategy, and translating complex products into clear, adoption-driven narratives. Experienced in aligning Product, Sales, and Marketing to improve conversion, strengthen differentiation, and drive pipeline impact.

## PROFESSIONAL EXPERIENCE

### Product Marketing Manager – Digiotouch (AI Meeting Assistant | LLM-powered SaaS) Jun 2023 - Mar 2025

- Led product positioning and messaging, reframing the product from a “note-taking tool” to a workflow automation solution in a crowded AI market
- Co-owned go-to-market for feature launches, developing messaging frameworks, landing pages, and launch assets
- Led a team of 2 (content & social), ensuring alignment with product messaging and GTM priorities
- Translated complex AI systems (LLMs, integrations) into clear narratives for technical and business audiences
- Partnered with Sales to refine messaging based on objections, improving demo and discovery conversion
- Built sales enablement assets (battlecards, decks, objection handling) to support pipeline progression
- Defined ICP and value propositions across key segments, improving targeting and relevance
- Conducted competitive and market analysis to strengthen product differentiation

### Content & Communication Lead, openDBL | Remote

Jun 2023 - Nov 2024

- Led communication and dissemination strategy for a multi-partner EU project
- Translated complex technical and regulatory concepts into clear, accessible narratives for diverse stakeholders
- Developed content across the website, webinars, and stakeholder materials
- Contributed to ~40% growth in organic visibility and reach
- Collaborated with partners and leadership to ensure consistent messaging across the ecosystem

### Marketing Specialist, Riviera Secrets | Cannes, France

May 2022 - May 2023

- Increased organic traffic by 30% within 6 months through SEO and UX optimisation
- Developed conversion-focused content strategies to drive engagement and inquiries
- Collaborated cross-functionally to align content with revenue goals

### Marketing Project Manager, ISSSA (via SKEMA Business School) | France

Sept 2022 - Apr 2023

- Led go-to-market strategy, market research, and positioning development
- Conducted competitive analysis, ICP definition, and risk assessment
- Developed a structured GTM roadmap, reducing estimated time-to-market by 20%
- Coordinated a cross-functional team of 5 to align strategy with early execution

### Earlier Experiences

India & Remote — uFaber, BookMyShow, Naagin Sauce, EbizON, WedAbout

- Content marketing, SEO, CRM workflows, onboarding, and retention
- Social media campaigns, lifecycle communications, and event marketing
- Early exposure to product positioning and growth marketing foundations

### Independent Work & Professional Transition | France

2025 – 2026

- Developed end-to-end PMM case studies across AI SaaS, B2B, and deep tech
- Built a portfolio showcasing positioning, GTM, and product storytelling
- Applied PMM frameworks to real and simulated products to strengthen strategic thinking

## CORE SKILLS

Product positioning & value proposition · Go-to-market strategy · ICP definition & persona development · Competitive & market research · Sales enablement (battlecards, decks, objection handling) · Technical storytelling (AI / SaaS) · Content strategy & messaging · Demand generation & SEO · Conversion optimisation · Cross-functional collaboration (Product / Sales / Engineering)

## TOOLS & PLATFORMS

HubSpot · GA4 · Google Search Console · Looker Studio · Webflow · WordPress · SEMrush · LinkedIn Ads · Google Ads · AI tools

## LANGUAGES

English, Hindi, Marathi: Native | French: Intermediate (B2) | German: Intermediate (A2) | Mandarin: Beginner (A1)

## CERTIFICATIONS

AgilePM® Foundation | Google Analytics | Google Ads Search Certification | HubSpot: Introduction to CRM | HubSpot: Lead Generation