

Ani Mittra

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SUMMARY

AI-forward marketing leader with a background in web development and product strategy. Proven track record of driving brand positioning, lead generation, and sales through clear messaging, scalable systems, and data-informed decision-making. Known for bridging marketing, product, and sales, and for leveraging AI tools to accelerate research, development, and go-to-market execution. Entrepreneurial, technically fluent, and strategic thinker.

EXPERIENCE

GradRight | Associate Director, Outreach (Promoted from Marketing Manager)

Reston, VA | 02/2025-12/2025

- Led **go-to-market strategy** and **productization of university-facing offerings**, transforming bespoke services into clearly named, market-ready products with defined positioning and commercial models.
- Worked with and reported directly to Co-founder & COO, and was involved in interviewing and hiring decisions.
- Fully productized GradRight's bespoke services for universities, implementing a clear **brand architecture and naming system** including *AdmitRight*, *SelectRight*, *FundRight*, *PositionRight*, *YieldRight*, *OnlineRight*, and the *ShiftED* conference brand.
- Launched **PositionRight**, a standalone university branding and PR offering, based on market demand for a clearly separated service tier.
- Ideated and launched **YieldRight**, a funding advisory product designed to monetize free student-facing services while delivering exclusive insights to university partners.
- Helped structure **OnlineRight**, an Online Program Management service to bring Universities' existing online courses to new markets like India. Led to a multi-million-dollar contract with the University of San Diego and turned a bespoke agreement into a scalable offering.
- Conceived and led development of the **Missed Opportunity Diagnostic**, a proprietary, data-driven web tool now used as a core sales and demo asset. Also created an interactive pricing calculator for the sales team to use with prospects live.
- Standardized **sales and marketing collateral** (intro, discovery, demo, and proposal decks), improving consistency and reducing ad-hoc sales effort. **Led sales calls** including discovery calls, demo calls, in person pitches, and JV opportunities. Negotiated deals and created proposals.
- Acted as a **de facto product manager** for university platforms, collaborating with engineering on UX copy, feature prioritization, and roadmap direction.
- Implemented GradRight's first **marketing and sales operations infrastructure**, introducing ClickUp and integrating it with HubSpot and CRM systems.

Ridgeline International | Senior Brand Marketing Lead (Promoted from Web developer)

McLean, VA | 06/2021 – 12/2023

- Repositioned the company for outside investment by **streamlining brand and marketing copy**, aligning messaging with customer language and benefits; supported investment from Enlightenment Capital and a profitable exit.
- Ran **SEO and SEM campaigns** achieving #1 ranking for the company's primary keyword and generating inbound leads.

- Developed a **content marketing strategy** (articles and explainer videos) that attracted attention from Google, leading to a direct partnership and collaboration on new product features.
- Created **product demo videos and sales pitches** that supported deal closure and pre-sold features requiring fundraising for development.
- Designed and executed a new **website strategy** supporting hiring, lead generation, and brand positioning; website became a reliable source of leads and partnerships.
- Introduced a modern web stack improving site speed by over 60% and significantly reducing attack vectors.
- Achieved PageSpeed Insights scores of **97% Performance, 100% Accessibility, 95% Best Practices, and 100% SEO.**
- Served as a “one-person marketing agency” for over a dozen clients and affiliates, creating brands, copy, and websites for adjacent businesses.
- Promoted within two years for consistently exceeding role expectations; mentored junior staff.

Ani Mittra Marketing Consulting | Marketing Consultant | Arlington, VA 11/2018 – 6/2021

- Consulting services for SMBs primarily in Real Estate and Tech. Lead-gen, ads, content marketing, and brand development.
- Generated profitable leads for Realtors and Investors through advertising and inbound marketing.
- Helped a local event based business survive the pandemic by transitioning to a fully online business model utilizing email marketing, social media, webinars, and online courses. Cut business’s expenses by 30+%.
- Ran weekly events that saw growing attendance, including a record sellout for a paid seminar, which led to six figures in back-end revenue.

GMMB | Web Developer | Washington, DC 05/2017 – 11/2018

- Helped the Gates Foundation achieve strong positioning and showcase their programs and investments by creating several websites with unique sub-brands that adhered to their parent branding.
- Helped fundraise millions of dollars for political campaigns like Max Rose (NY), Justin Fairfax (VA), and J.B. Pritzker (IL) through lead-gen websites, email marketing, and social media campaigns.
- Worked on over 25 client websites while meeting tight deadlines. Implemented digital strategies and created written standards and documentation for the Digital department.

SKILLS

Marketing Strategy, GTM, Lead Generation, Copywriting, Brand Development, Product Design, Sales, Web Design/Development, SEO/SEM, Client Management, Market Research, Marketing Collateral, Pitch Decks, Proposals, AI Integration, Automation, AI Image Generation

EDUCATION

Virginia Tech, Blacksburg, VA

Master of Fine Arts: Creative Technologies

Bachelor of Fine Arts: Creative Technologies (Cum Laude, Dean's List 2010-2014)