

YALINI S A

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PROFESSIONAL SUMMARY

Startup Generalist with 4+ years of experience across Product Marketing, Product Operations, SaaS Workflows, Recruitment, GTM Strategy, UI/UX Collaboration, and Digital Marketing in fast-paced startup environments. Worked across cross-functional teams on product research, competitor analysis, product positioning, user flows, PRDs, onboarding systems, and go-to-market execution. Built and managed SaaS products including CreatorLAD while contributing to startup growth initiatives across multiple domains.

PROFESSIONAL EXPERIENCE

Startup Generalist | Product Marketing & Operations

[Ecs Cloud Infotech](#) / Apr 2022 – Jul 2025

Recruitment & Talent Acquisition

- Managed end-to-end recruitment for technical and business roles including CISO, SAP, Project Manager, Full Stack Developer, Data Scientist, QA, SEO, UI/UX Designer, and Telecallers.
- Closed niche technical positions including Data Scientist (30 LPA) and Python Developers.

Product Operations & Business Analysis

- Worked on PRDs, BRDs, workflows, ERDs, meeting documentation, and user flow mapping for SaaS and startup products.
- Contributed to MVP planning, product research, competitor analysis, and product positioning activities.
- Created workflow documentation and UI/UX flows for [TutorsGuru School Management Software](#)
- Worked on product marketing strategy and positioning for [NEET Practice Tuition Management Platform](#)
- Designed user journeys and workflow concepts for [Trucklah Logistics Platform](#)
- Acted as Product Manager for [InCare SG](#) by creating workflows, user flows, and coordinating integrations with Zoho CRM, Zoho Recruit, and Zoho Sign.

Product Marketing & GTM

- Worked on GTM planning, lead generation, inbound/outbound communication, and customer onboarding workflows.
- Conducted market research, competitor analysis, and positioning research for SaaS and startup products.
- Contributed to product marketing and customer journey optimization for [Triloka Tours Hotel Booking Platform](#)

Freelance Product & SaaS Consulting | Aug 2025 – May 2026

Founder & Product Builder – [CreatorLAD](#)

- Built and launched a micro SaaS product focused on YouTube creator engagement and lead generation.
- Designed and managed end-to-end product workflows from idea validation to MVP execution.
- Worked on onboarding flows, creator journey optimization, product positioning, and GTM experiments.
- Developed the frontend using React and managed backend workflows with Supabase.
- Integrated Google OAuth, YouTube API workflows, and Dodo Payments for authentication and payment processing.
- Conducted user flow analysis and iterative improvements based on creator engagement behavior.

Product Marketing & Operations – [BudgetBooking](#)

- Worked on product marketing strategy, customer journey optimization, and positioning for hotel booking workflows across B2B and B2C segments.
- Managed Google Ads and Meta Ads campaigns while analyzing user behavior through Google Analytics and Microsoft Clarity.
- Identified user drop-off points, analyzed customer flow patterns, and suggested UI/UX improvements to improve conversion and onboarding experience.

Product Manager – Meds15

- Managed end-to-end product workflows and requirement gathering from ideation to product-ready execution.
- Worked on customer mobile app flow, pharmacy panel, admin dashboard, and doctor panel workflows.
- Collaborated on feature prioritization, execution coordination, and UI/UX discussions across teams.
- Coordinated onboarding and integrations with Shiprocket, Exotel, and Razorpay for operational workflows.

Product Designer – Pharmacy ERP

- Designed workflows and UI systems for ERP operations after conducting competitor analysis and product research.
- Worked on UI/UX design for pharmacy operations including pharmacy admin platform, platform admin dashboard, and pharmacy mobile app workflows.
- Focused on improving billing usability, workflow efficiency, and user-friendly operational structure through optimized user flows.

SKILLS

Product Marketing • GTM Strategy • Market Research • Competitor Analysis • Product Positioning • PRD Documentation • User Flow Mapping • Startup Operations • Digital Marketing • Social Media Marketing • Lead Generation • UI/UX Collaboration • Canva • Figma • Lucidchart • Draw.io • Zoho CRM • Meta Business Suite • LinkedIn Sales Navigator

EDUCATION

B.Sc. (Hons.) Agriculture – Pushkaram College of Agriculture and Sciences (2017 – 2022)

CERTIFICATIONS

Google Fundamentals of Digital Marketing | Google UX Design | Naukri Maestro Recruiter | Google Ads for Beginners