PRINCE DEWANI

Marketing Specialist | Product Marketing · On-Page SEO · AEO · GEO for AI-Native SaaS | MBA (Marketing)
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PROFESSIONAL SUMMARY

Marketing Specialist at TestMu AI (formerly LambdaTest) and an MBA (Marketing) postgraduate, owning product marketing and on-page SEO for an AI-native SaaS product suite, plus four growth initiatives run end to end. Combine positioning and messaging, competitor and market research, and technical/programmatic SEO with AEO and GEO to win visibility in classic search and AI answer engines. Author of 140+ published articles, writer of the weekly Coding Jag developer newsletter, manager of a 6-person freelance engineering pod, and builder of agentic AI content systems (Claude Code, n8n) that scale output without diluting quality.

Impact: Led the AI Agents initiative end to end · Owned Agentic Test Intelligence and Test Analytics end to end · 2.3M+ search impressions in 60 days · 65K+ clicks and 150K+ impressions/month from free tools · Weekly developer newsletter · 6 developers managed

WORK EXPERIENCE

TestMu AI (formerly LambdaTest), SaaS MNC, Remote — April 2025 – Present

Marketing Specialist - On-Page SEO + Product Marketing (Full-Time)

- Executed **on-page, technical and programmatic SEO**, **SEM** (Search Engine Marketing), **AEO** (Answer Engine Optimization) and **GEO** (Generative Engine Optimization) across TestMu AI web properties: content strategy, content creation and optimization, keyword research, SERP and competitive analysis, and full-site SEO audits.
- Drove **product marketing** for Agentic Test Intelligence, Test Analytics and KaneAI (GenAI-native testing agent), owning product pages, positioning and messaging end to end for each AI-native SaaS product line.
- Led **go-to-market (GTM) for product launches**: launch messaging, product and pricing-page copy, release announcements and sales enablement inputs, then distribution through LinkedIn and Product Hunt, most recently for Kane CLI.
- Shipped **competitor comparison and alternative pages** such as BrowserStack Alternative, built on a living view of competitor pricing, packaging and capability, with 19 head-to-head rows, a published scoring methodology and objection handling for switching buyers.
- Led the **Web Technology initiative**, generating 2.3M+ search impressions within 60 days through programmatic, SEO/AEO/GEO-optimized content targeting high-intent developer queries. (View graph)
- Owned the **AI Agents initiative**, positioning TestMu AI as a complete ecosystem of AI agents delivering an end-to-end quality layer across enterprise applications. (View page)
- Spearheaded the **Free Online Tools initiative**, managing a team of 6 freelance developers to ship and scale free utilities that now drive 65,000+ clicks and 150,000+ impressions every month.
- Authored **140+ articles** on the TestMu AI platform to build topical authority, organic growth and AI search visibility, then amplified reach off-page via Medium, Hashnode and Dev.to.
- Published Coding Jag, TestMu AI's **weekly developer newsletter**, curating releases, AI and testing news across news, automation, tools and events to keep the developer community subscribed and returning to the site.
- Hosted and led **webinars and conference sessions** at TestMu Conf 2026 and 2025, TestMu AI's annual global software testing conference, running live sessions with Wessel Braakman (Bouvet) and Srinivas Chitta (Lead Consultant, Thoughtworks).
- Built and launched the QA Job Board, a free community job board for QA and SDET roles, created to drive awareness and sign-ups for TestMu AI **certifications**.
- Engineered **agentic AI workflows** using Claude Code agent skills, multi-agent content systems and n8n automations to scale content operations with human-in-the-loop review, plus auto-updating production sitemap scripts.
- Produced **customer case studies** with the Enterprise Marketing team across product lines including KaneAI and HyperExecute for the healthcare and finance industries.
- Defined **ideal customer profile (ICP) and segment prioritization** from competitor and market research, sharpening positioning for enterprise and developer segments.
- Led on-page rebranding for the LambdaTest to TestMu AI transition, protecting search visibility while resetting positioning and messaging, and built **ABM** (Account-Based Marketing) landing pages plus upgraded enterprise Solutions pages for enterprise buyers.
- Managed **social media marketing on LinkedIn** for product launches, partner events and TestMu conferences, running content calendars, carousels, speaker creatives and countdown campaigns.
- Tracked and reported performance via Google Search Console, Google Analytics (GA4), Ahrefs, SEMrush and Profound (AI/LLM visibility), and contributed to brand and creative strategy for AI-native SaaS product lines.

Marketing Intern

- Optimized 28+ blogs, 25+ Software Testing Questions, 4+ Learning Hub pages and 2 customer case studies, improving Google rankings, AI visibility and E-E-A-T signals.
- Ran in-depth keyword research, internal linking, competitive analysis and performance tracking across SEMrush, Ahrefs, Google Search Console and Google Keyword Planner.

Samudra Solutions Academy LLP, New Delhi April 2024 – May 2024

Sales & Marketing Intern

- Organized 6 school seminars educating 700+ students on the Parikshaarthi Shiksha Yojana (PSY), driving enrollment through student-parent counseling.
- Supported digital outreach through WhatsApp campaigns and promotional content across local channels.

CORE SKILLS

Search & AI Visibility: Technical SEO, On-Page SEO, Programmatic SEO, AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), AI/LLM Search Visibility, Keyword Research, SERP Analysis, Competitive Analysis, SEO Site Audits, Sitemap Automation, E-E-A-T, Off-Page SEO (Backlinking)

Product Marketing: Positioning & Messaging, Go-to-Market (GTM) & Launches, Competitor Research & Intelligence, Comparison / Alternative Pages, Objection Handling, ICP Definition & Segment Prioritization, Market & Product Research, Customer Case Studies, Sales & Marketing Collateral

Growth & Content: Content Strategy, Content Creation & Optimization, Developer Marketing, Newsletter & Community Building, Social Media Marketing on LinkedIn, Brand Strategy, ABM Landing Pages, Conversion Optimization

AI & Automation: Prompt Engineering, Agent Skills (Claude Code), Multi-Agent Content Systems, Workflow & Script Automation, Vibe Coding

Design & Creative: Figma, Canva, Creative Strategy, Python/Pillow Creative Automation

Tools: Claude Code, Cursor, Replit, n8n, Google Search Console, Google Analytics (GA4), Salesforce CRM, Ahrefs, SEMrush, Profound, Crazy Egg, Google Keyword Planner, Ubersuggest, Figma, Canva, WordPress, VS Code, MS Excel, Google Suite

Ongoing Learning: Meta Ads, Google Ads, Google Tag Manager (GTM), Paid Acquisition & Performance Marketing

EDUCATION

MBA (Marketing), SAGE University, Bhopal (Sunstone Eduversity) · 88.2% 2023 – 2025

B.Sc (Science), Barkatullah Vishwavidyalaya, Bhopal · 63.8% 2020 – 2023

Class XII (71.2%) & Class X (80%), CBSE, St. Xavier's Sr. Sec. Co-Ed School, Bhopal 2018 / 2016

CERTIFICATIONS

Digital Marketing Certification, HubSpot Academy February 2025

LEADERSHIP & ACHIEVEMENTS

- Built a personal brand on **LinkedIn** and princedewani.online, publishing on SEO, AEO/GEO, product marketing and agentic AI workflows.
- **President, Marketing Club**, running 8 campus marketing events; **Vice President, Literature Club** (Sunstone HO, Gurgaon) across 18 campuses.
- Research paper presented at International Conference PBCON-01, PIMR Bhopal, among 120+ research delegates.
- **1st place**, TATA ZUDIO case study competition; organized and marketed “PODCASTER”, a campus podcast event that lifted attendance 30% across interdisciplinary batches.
- **NGO volunteer, WeCare Welfare Society**: led the Bachpanshala project educating 50+ underprivileged children and training 15+ volunteers.
- Mentored 40+ interdisciplinary students in college peer-to-peer learning sessions.
- Summited the Kedarkantha Trek (12,500 ft).

RESEARCH

“A Study on the Influence of Green Marketing on Customer Satisfaction & CLV in the EV Industry, Madhya Pradesh” (June 2024). Analyzed 115 respondents in SPSS using regression, ANOVA and correlation to measure the impact of green marketing on customer satisfaction and lifetime value.