

Shalabh Jaiswal

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At Punch, ran creator acquisition and referral strategy end to end, then in 2026 built AI-native systems for video, SEO, GEO, and PR that replaced work usually spread across a full team. Before that, built the influencer-marketing function at Smallcase in 2019, when creator-led acquisition was still new to Indian fintech, growing it to **30-35% of attributable signups**, and co-led its first company-wide brand campaign. Founder's-office generalist who finds the channel before there's a playbook for it, then builds what it needs.

EXPERIENCE

Punch — Founder's Office

Apr 2024 — Present · Bangalore

Ran Punch's growth function end to end — creator acquisition, referral strategy, and eventually the AI-native systems that took over work usually spread across video production, SEO, GEO, and PR.

- Ran an eight-figure (₹) creator-acquisition program; the channel peaked at **~46% of all company orders and brokerage** in a single month, at a blended CAC **~44% lower** than the platform's non-flagship acquisition cost.
- Negotiated and shipped three **industry-first product integrations** — each creator's own tool built natively into the trading app, not an ad read. One launch generated demand so far past projections it broke unscaled onboarding infrastructure (~5,000 signup attempts in 24 hours).
- Revamped and rebuilt the referral program, replacing the industry-standard flat "refer and earn brokerage credits" model with a gamified mechanic grounded in a specific behavioral insight (retail options traders and gamblers overlap psychologically), engineered within real SEBI/NSE constraints on reward structuring — **lifted visit-to-account-opening conversion ~5% above the standard model**.
- Built seven production systems in six months, most run solo: a video production pipeline that cut production time **~3-4x**, an SEO/GEO function built from zero and run on **under 4 hours/week** that grew organic traffic **~3x** (roughly half attributable to a concurrent product launch), and a 225-channel creator-discovery system with self-designed scoring logic.
- Built an in-house PR function that replaced two agency quotes, shipping **9+ placements for ~₹4.25L**; these systems collectively powered **30+ published articles** across SEO, GEO, and PR.

smallcase — Brand Manager, Influencer Marketing

Aug 2019 — Dec 2022 · Bangalore

Built the influencer-marketing function at Smallcase in 2019, when creator-led acquisition was still new to Indian fintech.

- Built the creator-marketing function from a single hypothesis (Oct 2019: can YouTube creators drive signups?) to a team of 4 managing **60-70 creators**, responsible for **30-35% of directly attributable signups** by 2021.

- The first creator campaign run (with Rachana Ranade) crashed the app under demand.
- Co-led (project management) smallcase's first company-wide brand campaign, spend crossing **₹15Cr**.
- Led user research initiatives that fed directly into product and marketing decisions.
- Included in the **Smallcase Ownership Program** — the youngest person ever to receive it.

Personal Projects — AI-Native Systems

2026

- **Arnold** — WhatsApp gym-accountability bot deployed and live in production for 6 real users.
- **Plutus** — personal investment dashboard tracking 44 indicators across active theses, in daily use.
- **Cortex** — knowledge-routing Telegram bot; ran a 24-day multi-user experiment with real external users.

Finnet Media — Chief Operating Officer

Dec 2022 — Aug 2023 · Mumbai

Joined a ₹20Cr/year creator-marketing agency as COO. A short, deliberately time-boxed role — held to a personal 6-month check-in, and left on schedule once the honest read was that the environment wasn't teaching anything new relative to Smallcase.

Cookieman Jamshedpur — Promoter

Oct 2023 — Apr 2024 · Jamshedpur

- **₹20L revenue** in the first 4 months; **₹60L ARR** run-rate.
- Led B2B expansion, landing clients including Tata Steel and XLRI Jamshedpur.

EDUCATION

Narsee Monjee Institute of Management Studies (NMIMS)

2019

BBA, Finance