
Jolene Fernandes

Principal GTM Architect • Growth Engineer
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PROFESSIONAL SUMMARY

Principal GTM Architect and Growth Engineer. 13+ years across product, growth, and commercial strategy. I work across the whole funnel: customer research to decide what to build, product-led growth (onboarding, activation, referral, retention) to make it grow, and GTM engineering to scale it. At ScopeX, a consumer fintech, I built acquisition from under 100 to 35,000+ paying customers in 18 months against funded and legacy incumbents, with referral driving about 40% of new customers and activation up 30%. I build the systems myself: NLP consumer research pipelines, Postgres schemas, multi-event tracking and attribution, and outbound pipelines in Python, Supabase, Clay, and n8n that score, dedupe, and route accounts, so the pipeline comes without added headcount.

AREAS OF EXPERTISE

GTM ENGINEERING & AUTOMATION

Systems Architecture: Programmatic Ingestion Pipelines | Event Schema Design | Attribution Tracking
Infrastructure & Orchestration: Python | SQL | Supabase | Clay | n8n | Zapier | Apify | Claude Code
Data Modelling: Relational Schemas | Data Integrity Layers | Identity Resolution & Deduplication
Builds: Next.js | React Native | Rapid Prototyping

PRODUCT LED GROWTH & RETENTION

Funnel Optimisation: Onboarding Architecture | Activation Loops | Experiment Design & CRO
Analytics Stack: Segment | Mixpanel | Amplitude | GA4 | Metabase
Engagement Mechanics: Referral & Viral Loops | Lifecycle Workflows | Habit and Engagement Loops

COMMERCIAL STRATEGY & REVOPS

Revenue Operations: CRM (HubSpot, Pipedrive) | Lifecycle Platforms (Braze, Klaviyo, Customer.io)
Strategic Execution: GTM Strategy | ICP Discovery | JTBD Research | Pricing & Packaging
Performance: CAC Control | ROAS Management | Paid Search & Social

PROFESSIONAL EXPERIENCE

Product and Growth Consultant | Animal Medical Services | Pune, India May to Aug 2026
Architected the commercial strategy and first product build for a veterinary health platform.

- **GTM Strategy:** built the commercial model: competitive analysis, regulatory mapping, market sizing, and unit economics to define market entry criteria.
- **Voice AI Engineering:** built a voice-first vet dashboard in English and Marathi: speech-to-text transcribes the vet's spoken clinic update, an LLM structures it into a draft, machine translation produces the other-language version, and the vet reviews and approves before publishing.
- **Full-Stack Prototyping:** built and shipped a React Native app on a Supabase backend solo with AI

Growth and Product Lead | Consuma AI | Remote

Nov 2025 to Apr 2026

Owned pricing and productisation for an early-stage B2B SaaS consumer insights platform.

- **Product-Market Fit Strategy:** designed JTBD-based user presets and output standardisation workflows to capture product-market fit signals.
- **Growth Architecture:** designed the productisation roadmap, pricing model, GTM framework, and growth metrics system.
- **Operational Leadership:** directed a small team and external contractors across product, growth, brand, PR, and operations.

Marketing Manager | ScopeX Fintech | Remote

Jun 2024 to Nov 2025

Directed user acquisition, retention, and operations for a mobile-first consumer fintech serving EU markets.

- **Hyper-Scale Acquisition:** scaled the funnel from under 100 to 35,000+ paying customers within 18 months against funded and legacy incumbents; referrals drove roughly 40% of new customers.
- **Funnel Optimisation:** raised activation 30%+ through onboarding and UI experiments, and grew revenue 133%+ through lifecycle marketing in HubSpot.
- **Capital Efficiency:** tripled ROAS with sharper targeting and narrative-driven landing pages, and held CAC down through lean paid acquisition, partnerships, and CRO.
- **Data Infrastructure:** built the event schema and reporting that showed which channel drove signups and retained revenue.
- **Cross-Functional Operations:** served as pseudo-GM: fixed payment flows and compliance gaps, managed a small team of marketers, and built support ops that held CSAT above 85 during aggressive growth.

Founder, Clinical Nutrition and Lifestyle Design | BioRhyme Health | Remote

May 2017 to Sep 2026

Founded a multi-disciplinary metabolic health practice with a consultant psychiatrist and general physician.

- **Practice Growth:** grew the practice to 300+ long-term clients, effectively all acquired peer-to-peer or by GP referral.
- **Retention:** improved retention with habit and engagement loops, and daily progress tracking.
- **Behavioural Research:** 9 years of direct client interviewing on why people start treatment, why they stop, and what makes them refer.

Business Development and Marketing | Edvance Pre-schools | Pune, India

Dec 2015 to Mar 2019

*Managed regional B2B sales, admissions ops, and enrolment marketing events across five preschools.***Artist Management and Events** | Self-employed

Jun 2012 to Sep 2015

Artist representation, brand sponsorships, corporate and hospitality events, and national tour logistics for touring musical acts.

EDUCATION

MA, Gender, Culture and Development Studies, Savitribai Phule Pune University, 2019 to 2021

BA, Media and Communications, Symbiosis Centre for Media and Communication, 2008 to 2012

Clinical Nutrition Postgraduate Certification, HealthCert Education, 2021

CERTIFICATIONS AND LANGUAGES

Technical Programs: Full-stack Developer & AI Growth Engineering (Scrimba, In Progress) | GTM Engineering (StackOptimise) | Digital Psychology & Growth (CXL Institute) | Google AI Essentials & UX Design Professional Certificate

Languages: English (Native) | Hindi (Native) | Marathi (Professional working) | Mandarin Chinese (Limited working)