

MEHR PATNI

Content & Community Marketing | GTM Strategy | Building working systems with AI agents

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PROFESSIONAL SUMMARY

Seven years taking difficult products to market. An FDA-registered cognitive health checkup into hospitals. A halal investing platform across four SEC-regulated markets. An AI school for people who have never written code. I run brand, content and community, and I build the AI systems underneath so the work ships without me in the middle of it.

SELECTED ACHIEVEMENTS

- Built an AI brain with Claude Code on a founder's books, talks and philosophy, so publishing across LinkedIn, Instagram and the site turned from writing into approving.
- Raised \$1M across Shark Tank India and Meet the Drapers by simplifying neuroscience to pitch on television.
- Repositioned an FDA-registered Cognitive Health Checkup from consumer to clinical and got it deployed into hospitals and clinics.
- Grew an audience from 2k to 35k (65% organic) and past 100M views on Instagram, YouTube and LinkedIn.
- Lifted global brand awareness at Wahed from 4.5% to 30% by launching the Muslim Money Guys podcast with Paul Pogba, Khabib and Islam.
- Delivered 125 AED cost-per-lead on a 4,500 AED course ticket at Stratos in month one of paid, a 2.7% customer acquisition cost ratio.

AREAS OF EXPERTISE

Brand Strategy & Positioning	Content Strategy & Creative Direction	Community & Founders' Office
Integrated Campaign Management	AI Agents & Agentic Workflows	Claude Code & Prompt Engineering
GTM Storytelling	Creator & Influencer Partnerships	Podcast & Long-Form Content
Regulated Industry Communications	Team Leadership (1-5 reports)	Multi-Market (UK/US/MENA/India)

PROFESSIONAL EXPERIENCE

MAGNA EDUCATION | Content & Community Lead

Feb 2026 - Sep 2026 · Dubai

A private network of 194 senior operators out of YPO, Harvard and MIT

- Removed the founder sign-off bottleneck by building an AI brain with Claude Code, trained on his books, talks and philosophy. Writing turned into approving.
- Ran publishing across LinkedIn, Instagram and the site, where every post starts as a brain draft.
- Researched 194 members into private profiles that feed the brain, so the content knows the room.
- Stood up the member experience for operators out of YPO, Harvard and MIT.
- Built the matching layer on the YC and YPO model. Post a problem, meet the person who solved it.

STRATOSTECH ACADEMY | Marketing Manager

Nov 2025 - Present · Dubai

Edtech teaching non-technical learners to ship real products with AI

- Led the marketing function across creative direction, founder messaging and social, while managing the performance team.
- Built agentic workflows for outreach, creative production and performance ad review, so the function scaled without more headcount.
- Delivered 125 AED cost-per-lead on a 4,500 AED course ticket in month one of paid (500 AED spend, 4 qualified leads), a 2.7% customer acquisition cost ratio.

IVORY | Marketing Communications Lead

Nov 2023 - Feb 2026 · Mumbai

Preventative brain health app. 50+ neuroscience-backed games and an FDA-registered Cognitive Health Checkup

- Owned go-to-market for a preventative brain health app, taking it from launch to a 35,000 strong audience with the founders and neuroscientists.
- Ran the GTM pivot on our FDA-registered Cognitive Health Checkup, repositioning it from consumer to clinical and landing it in hospitals and clinics.
- Raised \$1M across Shark Tank India and Meet the Drapers by simplifying neuroscience to pitch on television.
- Grew the audience from 2k to 35k (65% organic) and past 100M views through platform-specific content on Instagram, YouTube and LinkedIn.
- Ran performance ads at 1 lac a month against 2 lac in revenue, a 50% customer acquisition cost.
- Built a 3,000 member WhatsApp community of caregivers before launch, so the product shipped to an audience.
- Built the top of the funnel: two lead-gen eBooks, creator partnerships for reach, sponsored health conferences for clinicians.
- Ran our World Alzheimer's Month campaign to 1M people through creator partnerships.
- Produced our Healthy Ageing Podcast past 1M views on YouTube, Spotify and Apple with doctors and champions of preventative health.
- Launched 50+ neuroscience-backed games with the product and science teams, writing the positioning for each.
- Shipped the Brain Health Playbook and Brain Health Matters eBook as lead engines.
- Sponsored and spoke at health conferences to reach clinicians and caregivers directly.
- Built and led the creative team across content, design and social.

WAHED | Content Writer & Editor

Jul 2022 - Dec 2022 · Dubai

Halal investing platform serving 400,000+ users across the UK, US, Malaysia and UAE under US SEC compliance

- Launched the Muslim Money Guys podcast with Paul Pogba, Khabib and Islam, lifting global brand awareness from 4.5% to 30%.
- Pitched and landed Mufti Menk as brand ambassador of Wahed.
- Wrote the journal for 400,000+ users: educational articles, market commentary and monthly roundups.
- Cleared every word through US SEC compliance across the UK, US, Malaysia and UAE.
- Ran content with brand, social, ads and product teams in four countries.

INTERACTIVE AVENUES | Senior Content Writer

Sep 2019 - Jul 2022 · Mumbai

Full-service digital agency, an IPG Mediabrands company

- Created and uploaded content for the Asian Paints website on Adobe Experience Manager: shop, product, campaign, blog, home, landing and category pages.
- Wrote Amazon A+ content for Everest, Freudenberg Gala and Bergner.
- SEO writing for Zodiac, Listerine, Asian Paints, Nerolac and Pink Foundry.

TOOLS, EDUCATION & LANGUAGES

AI: Claude Code (Opus 5, Fable 5.1), ChatGPT and GPT Image, Perplexity, Lovable, Midjourney, Veo 3, Sora

Marketing: HubSpot, Looker Studio, Google Analytics, Google Ads Manager, Meta Business Suite, Meta Ads Library, SEMrush, Google Search Console, Hootsuite

Design & Ops: Canva and Canva AI (5 years, hands-on), Figma, Adobe Express, Adobe Experience Manager, Notion, GitHub, Asana

Education: Bachelor of Management Studies (2012-2015) · Early Childhood Care Education (2017-2018)

Languages: English · Hindi · Gujarati · Arabic (basic, written)