

CEDRIC MATHIAS

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PROFILE

Product and Growth Marketing professional with 3+ years of B2B SaaS experience across demand generation, GTM strategy, SEO, lifecycle email and CRO, with proven results including a 25x lead conversion lift and two top-5 global Product Hunt launches. Currently completing an MSc in Design and Development of Digital Business at University College Cork, building expertise in UI/UX research, Figma prototyping and agile product development. Seeking product marketing, growth or UX-adjacent roles at product-led SaaS companies in Ireland or Europe.

EDUCATION

MSc in Design and Development of Digital Business

Sep 2025 - Sep 2026

University College Cork, Cork, Ireland

Key modules: Digital Strategy, UI/UX Design, Design Thinking for Services, Business Analytics, SQL, Agentic AI, Front-End & Back-End Development

MBA in Marketing & Human Resources

Sep 2020 - Oct 2022

Bangalore City University, India

Bachelor of Engineering in Mechanical Engineering

Aug 2016 - Aug 2020

Visvesvaraya Technological University (VTU), India

EXPERIENCE

Product Marketing Associate - Pepsales AI, India

Mar 2025 - Jun 2025

Nature of the Business: an AI-powered sales automation and conversation intelligence platform that helps B2B sales teams qualify deals and close faster.

- Redesigned landing page UX and copy, lifting lead capture conversion from 0.2% to 5%, a 25x improvement within one sprint.
- Rebuilt the email marketing programme through audience segmentation and send-time testing, growing open rates from 9% to 30%.
- Grew Marketing Qualified Leads by 25% month on month through coordinated paid, organic and email campaigns.
- Delivered a 15% uplift in organic traffic via SEO-led content strategy and on-page optimisation.
- Managed and mentored a team of 5 marketing interns across campaign planning and execution.

Associate Product Marketing Manager - Kommunicate, India

Aug 2023 - Feb 2025

Nature of the Business: an AI-powered customer service automation platform combining AI chatbots with human handoff across web, WhatsApp, email and app channels.

- Drove 20% growth in new user acquisition through data-backed GTM strategies for EU and global markets.
- Led two Product Hunt launches achieving #3 and #5 global rankings, lifting new user sign-ups by 20%.
- Increased sales close rates by 10% by developing collateral, battlecards and competitive positioning.
- Increased lead conversion by 15% through integrated multi-channel campaigns.
- Improved customer satisfaction scores by 25% by translating NPS feedback into refined messaging and retention programmes.

Digital Marketing Executive - Divine Grace Institution of Health Sciences, India

Nov 2022 - Jul 2023

- Managed all social media and digital marketing channels, expanding brand reach and engagement.
- Planned and executed enrolment campaigns, increasing enquiry volume and improving cost-per-lead.
- Optimised website content and technical SEO, improving organic search rankings.
- Restructured paid media strategy to improve return on ad spend (ROAS).

PROJECTS

Frank & Honest Reusable Cup Loyalty Programme — Musgrave Group

Sep 2025 - Jul 2026

MSc Capstone Team Member (Triple DB, team of 6) — client-facing project for Musgrave Group's Product & Brand Marketing function

- Part of a 6-person capstone team engaged directly by Musgrave to design a reusable-cup loyalty system spanning three retail apps — Frank & Honest, My Centra and SuperValu — built as React/TypeScript PWAs and deployed live for stakeholder review.
- Led user research and built the interactive app prototype for the Frank & Honest loyalty experience, shaping the reward flows and core screens that were carried into the deployed MVP.
- Presented the working MVP and commercial rationale directly to Musgrave stakeholders as the team's final capstone deliverable.

Drip Circular App

Sep 2025 - Dec 2025

Research Lead, Persona Lead & Figma Co-Lead

- Led user research and persona development for a 12-week design sprint (team of 5) helping a fast-fashion retailer enter the circular economy.
- Championed a QR-based Digital Passport feature aligned with the EU Ecodesign for Sustainable Products Regulation.
- Co-led Figma prototyping from lo-fi sketches to a fully interactive hi-fi prototype across five core screens.

USCH (Unified Student Communication Hub)

Nov 2025

UX Research & Product Design

- Ran 8 user interviews and built empathy maps to address platform fragmentation for UCC students.
- Designed a unified Figma dashboard consolidating five disconnected platforms.
- Validated with 45 students, achieving an 80% task success rate and 90% ease-of-use score.

SKILLS

- **Product & Growth Marketing:** Product Marketing, GTM Strategy, Demand Generation, Product Positioning, Lifecycle Marketing, CRO, Sales Enablement, Market Research, Competitive Analysis
- **Digital Marketing:** SEO, Content Marketing, Email Marketing, Marketing Automation, Paid Campaigns, Website Optimisation, Performance Reporting
- **Analytics & Optimisation:** Funnel Analysis, A/B Testing, Campaign Analysis, Customer Insights, KPI Reporting, Data Visualisation, NPS Analysis
- **Design & UX:** UI/UX Design, User Research, Usability Testing, Wireframing, Figma, Adobe XD, Design Thinking, Service Design
- **Web & Technical:** HTML, CSS, JavaScript, SQL, Python, CMS Platforms, Webflow, Agentic AI
- **Tools & Platforms:** HubSpot, Google Analytics, Notion, Jira, Mailchimp, LinkedIn Ads, Google Ads, Canva
- **Languages:** English, Hindi, Kannada

INTERESTS & ACHIEVEMENTS

- Secured top-5 global Product Hunt rankings on two separate launches, demonstrating the ability to execute high-impact product launches in competitive international markets.
- Worked as Research Lead on a cross-functional EU regulatory design sprint, applying EU Ecodesign Regulation to shape product decisions.
- Active follower of the Irish and European tech startup ecosystem, with a keen interest in product-led growth and the intersection of UX design and commercial performance.