

DEEPANSHU LATHAR

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Summary

Founder's Office operator obsessed with **growth marketing** and early-stage startups. Currently in Founder's Office at **Picapool** (retention, organic growth) and **UniLyf** (GTM, daily content, team of 6). Solo-shipped **CampusIntel**, an autonomous AI agent with a 9-step reasoning engine, and **SprayKart**, a luxury fragrance D2C off Shopify. Comfortable wearing strategy, growth, content, and engineering hats in the same week.

Experience

Strategic Intern, Founder's Office — *Picapool* Jul 2025 – Present

- Operated as a direct extension of the founder; drove **600+ organic user acquisitions** via referral loop experiments and growth campaign iterations.
- Identified a **35% retention gap** via behavioral analysis; shipped product fixes and feedback loops with engineering.
- Ran competitive and category research to support brand positioning and roadmap calls.

Growth & Marketing Intern, Founder's Office — *UniLyf* Jan 2026 – May 2026

- Produced **daily content for 2–3 months** alongside the founding team across LinkedIn, Instagram, and brand storytelling.
- Built pre-launch demand validation framework, capturing signals from **200+ beta users** pre-release.
- Led cross-functional team of **6** across growth, content, and deployment.
- Designed phased GTM strategy with measurable iteration triggers.

Content Writer — *LPU Admissions Division* Jan 2026 – Present

- Write brand and admissions copy for one of India's largest private universities.

Projects

CampusIntel — *Autonomous AI Agent Platform* May 2026

- Solo-built and shipped end-to-end — autonomous placement-prep platform with a **9-step reasoning engine** that detects student skill gaps and generates personalized briefs with zero user prompts.
- Shipped TPC admin dashboard with live alerts, predictive funnel analytics, and real-time D3.js campus intelligence visualization.
- Stack: Next.js 16, Supabase, Groq (Llama 3.3 70B), node-cron, custom ϵ -greedy RL strategy selection.

SprayKart — *Luxury Fragrance D2C Platform* April 2026

- Built and launched a full-stack luxury fragrance brand — catalog, cart, checkout, order tracking — replacing a Shopify setup with a custom Next.js + AWS stack.
- Integrated **dual payment gateways** (Razorpay + secondary) with retry logic, abandoned-cart recovery, and UPI optimization for the Indian market.
- Designed brand identity, product page storytelling, and seller admin panel for inventory and live sales analytics.

Events & Leadership

HR Coordinator — *Dept. of Student Organisation, LPU* Mar 2025 – Present

- Coordinated and executed **30+ large-scale campus events**, including live performances by **Anubhav Singh Bassi** and **Satinder Sartaaaj** — on-ground execution, artist coordination, crowd ops.
- Managed onboarding and coordination for **225+ student organizations**; promoted from Event Coordinator within **4 months**.

Skills

Growth & Strategy Retention Modeling, Funnel Analysis, A/B Testing, Referral Loops, GTM Strategy, Competitive Research, Business Analysis

Content & Brand Content Creation, Brand Storytelling, Copywriting, LinkedIn/Instagram Ads, Influencer Outreach

AI & Automation Groq, Claude API, n8n Workflows, Prompt Engineering, Agent Design

Build Next.js, React, Node.js, PostgreSQL, Supabase, AWS — ship products without depending on engineers

Tools Notion, Figma, Razorpay, Vercel, Mixpanel, Google Workspace

Education

B.Tech, Computer Science and Engineering — Lovely Professional University

2024 – 2028