SANYAM MODI

Positioning Strategist · Content Systems · GTM Advisory · Fractional CMO

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PROFILE

Positioning strategist and fractional CMO working with founders in the US, Canada, Australia, South Africa, and India. I diagnose the gap between how a company describes itself and how its market receives it, then build the infrastructure to close it. Specialised in high-uncertainty environments where getting the messaging wrong early creates costs that compound.

KEY NUMBERS

112	40+	8K→14K	18+	92
hospital partnerships in 14 days	startups advised globally	LinkedIn followers in 7 months	brand strategies built	biographies ghostwritten

EXPERIENCE

The Algorithm Lab
NOV 2025 – PRESENT 1 YR ONGOING

Founder

Founded a B2B positioning consultancy for early-stage companies in healthcare, deep tech, and AI. Core offering: diagnostic-first system that audits positioning, maps the narrative gap, and builds content infrastructure to close it. Conducted unsolicited audits across 7 AI Summit 2026 companies spanning cybersecurity, agritech, deep tech, healthcare, and EHS software.

Bloqcube Inc, USA
JUN 2026 – PRESENT 5 MO ONGOING

Digital Marketing and Content Strategy

Rebuilt web presence across five pages for a clinical trial management platform. Produced conference content for CDISC, RGMBS Riyadh, ConV2X, and CTSS London (Sep 2026).

Cactus Communications (Paperpal)
MAY 2026 – PRESENT 6 MO ONGOING

Marketing Analytics Consultant

Monthly strategic audits covering platform performance, competitive benchmarking, LinkedIn strategy, and positioning recommendations for a SaaS AI-writing platform.

Predictye LLC
JUN 2026 – SEP 2026 4 MO

Marketing Consultant

Led marketing strategy and LinkedIn growth for an AI-powered resale value prediction platform during pre-funding phase. Delivered brand positioning, multi-platform content strategy, and distribution framework.

Fidelity Health Services, Canada
OCT 2025 – PRESENT 1 YR 1 MO ONGOING

Performance Marketing Lead

Sole marketing lead for a global pharmacovigilance organisation. Translated complex regulatory messaging into narratives for clinical, regulatory, and commercial audiences. Grew LinkedIn from 8,000 to 14,000 followers in 7 months; average post reach from 500 to 2,500+ views.

LivCura Healthcare

JUL 2025 – SEP 2025 3 MO

Acting Chief Marketing Officer

Built brand positioning and distribution strategy from scratch for an early-stage healthcare platform. Closed 112 qualified hospital partnerships in 14 days through systematic VP-level outreach.

40+ Early-Stage Startups (Global)

JAN 2024 – PRESENT 2 YR 10 MO ONGOING

Fractional CMO and Strategic Marketing Advisor

Advised 40+ founders globally across healthcare, SaaS, deep tech, and AI on GTM strategy, brand positioning, and content systems. Built 18+ complete brand strategies across 11 platforms. Most clients covered under NDA.

Avacasa

SEP 2025 – OCT 2025 2 MO

Founder's Office, Marketing and Copywriting

Brand storytelling, SEO content, social media strategy, and investor deck narrative for a pre-launch startup.

Aimlay Pvt Ltd

JAN 2025 – JUN 2026 1 YR 6 MO

Biography Writer

Ghostwrote 92 long-form professional biographies. Deep discovery interviews, qualitative narrative synthesis at scale. Covered under NDA.

Freelance

JUN 2023 – MAY 2024 1 YR

Content Writer and Marketing Consultant

SEO blogs, brand messaging, social copy, and content strategy for early-stage founders across tech, services, and consumer categories.

Scribbl3D

JUN 2024 – JAN 2025 8 MO

Content Writer

SEO-optimised content across Medium, Reddit, and company websites. Market research and competitive analysis support.

freeCodeCamp

JUL 2022 – JUN 2023 1 YR

Translational Writer

Translated Python tutorials from English to Hindi, making technically precise content accessible to Hindi-speaking learners.

SKILLS

Brand Positioning · GTM Strategy · Content Systems (11 platforms) · LinkedIn Growth · SEO · Website Audit · Marketing Audits · Competitive Analysis · Content Calendar · Email Marketing · Founder Advisory · PR Writing · Campaign Strategy · Narrative Design · Fractional CMO · Qualitative Research

EDUCATION

BTech, Data Science and Engineering

Manipal University Jaipur

AUG 2022 – JUN 2026