

---

# Koushik Maturi

## Marketing Lead

Hyderabad, India | Remote-first

[koushikmaturi@gmail.com](mailto:koushikmaturi@gmail.com) | [X](#) | [Linkedin](#) | [Calendar](#)

## SUMMARY

Marketing lead with 8 years of experience building the marketing function for technically complex products, the kind where every word has to survive expert scrutiny and a mistake costs users real money. As a founding team member and the first non-development hire at Garden, I took it from **pre-launch to \$2B in volume**, owning end-to-end marketing across positioning, narrative, content, docs, partnerships, community, and growth. I build and lead teams, find where marketing compounds, and double down.

Working style: **founder-level ownership with authentic execution.**

## EXPERIENCE

### **Garden (formerly Catalog), Hyderabad** - *Marketing Lead*

*Blockchain payments infrastructure*

2021 - PRESENT

- Founding team member and sole marketing resource through the 0→1 journey for a technically complex web3 infrastructure product.
- Built and scaled marketing from scratch: owning positioning, content, docs, social channels, and community, and later expanding into partner campaigns, events, podcasts, and long-form content.
- Played a key role in taking the product from pre-launch to ~\$2B in cumulative volume within ~2 years.
- Led external communication and community during a major strategic pivot following the FTX collapse, maintaining user trust through a high-uncertainty period.
- Built and scaled organic acquisition beyond X by treating SEO and emerging LLM discovery (GEO) as core growth channels for high-intent users.
- Worked closely with product and engineering to translate system architecture into clear, user-focused narratives.

---

**Key areas:** Web3 GTM, protocol positioning, ecosystem marketing, content systems, organic growth, crisis communication, partner marketing.

**MathWorks, Hyderabad** - *Lead Technical Writer*

*Robotics & Autonomous Systems Software*

2019 - 2021

- Technical writer on the robotics team, focused on perception and navigation workflows for autonomous systems.
- Built user-facing documentation from scratch, including tutorials, workflows, and conceptual guides.
- Worked closely with engineers to translate complex systems into clear, accurate documentation.
- Developed deep experience working in engineering-led environments and communicating technical concepts to non-expert users.

**Key areas:** Technical documentation, developer education, robotics software, cross-functional collaboration, engineering communication.

## WHAT I OWN

- Product positioning grounded in user, market, and ecosystem understanding.
- Content direction and systems that enable consistent execution at scale.
- Brand and narrative control across content, product, launches, and PR
- Ecosystem, partner, and community-facing marketing.
- Hiring and building marketing teams with high quality and autonomy.
- Identifying leverage and doubling down where marketing effort compounds.

## EDUCATION

**UNSW, Sydney** - *Bachelor of Engineering (Robotics)* – 2018

**Quantic School of Business** - *MBA (Online)* – 2022