

Barun Prakash Sharma

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EXPERIENCE

Content Marketing Specialist

Jun. 2024 – Present

reAlpha (NASDAQ: AIRE)

Full-time

- Built and ran creative-led growth strategy across Refinance and VA Loan campaigns, acquiring 15K mortgage and 9K real estate leads and driving CPL down to ~\$9 in a category where most teams sit at \$30+, while improving high-income lead volume 50% quarter-over-quarter within strict ad categories.
- Lowered annual lead costs by 15% and qualified lead costs by 67% through continuous messaging and creative testing tied to targeting and landing flow.
- Shipped launch messaging for the AI product lineup (GENA, reAlpha BRAIN, CLAIRE, and the AI Loan Officer Assistant) and carried product messaging through four acquisitions, keeping brand voice consistent as the company tripled in surface area.
- Translated highly technical AI features into plain-language copy for first-time homebuyers, owning positioning from ad hook to conversion.

Content Marketer

Jan. 2023 – Sep. 2025

Naamche

Full-time

- Joined as the first marketing hire and ran content, social, and growth across Naamche's products and parent brands.
- Launched The Status Code, a weekly AI newsletter, and grew it from 0 to 1,500 subscribers at a 35% open rate, well above the 25% industry average.
- Led GTM strategy across Naamche and reAlpha: 4 product launches with 1,000+ combined signups in the first month post-launch.

COMMUNITY EXPERIENCE

**Notion Campus Leader – Notion
Fielder – Github Field Day 2022**

October 2023 – Present
June 2022

PROJECTS

ShipFast.AI

- Launched ShipFast.AI, a \$20K productized MVP service, on Product Hunt where it hit #12 Product of the Day and kept pulling in real clients long after launch.

EDUCATION

Masters of Science in Business Analytics and Digital Transformation

Asian Institute of Technology

- **Coursework:** Business Analytics, Mathematics, Data Structures, Business, Entrepreneurship

Bachelor of Computer Information Systems

Apex College | Pokhara University

- **Coursework:** Computer Systems, Mathematics, Data Structures, Business, Entrepreneurship
- **Projects:** Notes management system, App Development with Flutter, Game development with PyGame

SKILLS AND CERTIFICATIONS

Skills: Email Copywriting, Growth Marketing, Social Media Content Creation, Product Marketing, Copywriting, Email Marketing, Digital Marketing, Marketing Strategy, Advertising, Content Strategy, Content Marketing, Real Estate Marketing

Certifications: Notion Essentials Certification, FreeCodeCamp JS and DSA Certification

Tools: Adobe Tools, Notion, Google Analytics, Git, Figma, Apollo, Instantly.AI, LinkedIn Sales Navigator