Growth Marketer (Agentic AI)

Reports to: Head of Marketing

Location: Gurugram, India

Office hours: 3pm to 12am IST (US overlap)

TL;DR

Spyne is launching AI agents that dealers can find, try and turn on themselves. As our founding growth lead, you'll own the funnel, the paid budget, the website and the automation behind them, and answer for 1 number: rooftops with an agent live.

ABOUT SPYNE

Spyne is building the AI operating system for automotive retail. Founded by operators from Amazon, Cox and OYO, we've grown 30x in under 3 years and power 1,500+ dealerships across the US. Studio AI, Vini AI, a new family of dealer agents and AI Contact Service are coming together into DealerOS, the layer that runs agents across the dealership from sourcing to sale to service.

- 1,500+ US dealerships

- 30x growth in under 3 years

- Backed by Accel, Vertex Ventures, Storm Ventures

See DealerOS in action: https://www.youtube.com/watch?v=gjehUZhJi3k

WHY THIS ROLE

- You're first. You'll write the growth playbook for agents built product-led: recall, receptionist, reputation, acquisition, sales and service.

- The market is wide open. Roughly 70,000 US rooftops first, then every market where dealers sell cars.

- You work agents-first. A small team that ships like a large one, with AI doing the repetitive work.

- Your work lands on a dealer's P&L. Every agent you activate answers calls, books service and helps move cars faster.

WHAT YOU'LL OWN

01. Own the funnel, end to end (Full-funnel growth)

From "saw it on LinkedIn" to "we can't run the store without it".

- Instrument every step: visit, signup, first agent live, first paid month, second agent added.

- Find the biggest leak every week and fix it with Product, Design and Engineering.

- Ship 10+ experiments a month across pricing pages, onboarding, trials and offers, with a written verdict on each.

- Run the weekly growth review: what moved, why, and what ships next.

02. Turn spend into rooftops (Performance marketing)

Every dollar answers to an activated rooftop, not a click.

- Run paid across every channel dealers use: Google, Meta, LinkedIn, YouTube and AI-assistant ads, with CAC and payback tracked per agent.

- Prove what works with incrementality tests, not last-click attribution.

- Own the creative loop: brief, produce, test, kill and scale, using agentic workflows to ship hundreds of variants a month with a human eye on quality.

- Feed winners everywhere: what works in paid shapes the website, lifecycle and organic content.

03. Make the website and search sell for us (Web, SEO and AEO)

When a dealer searches or asks an AI assistant, Spyne shows up and converts.

- Run spyne.ai as a growth product: landing pages for every agent, role, DMS and OEM, with conversion tests always live.

- Scale programmatic SEO and AEO with the content team, and earn citations in AI answers.

- Build integration and comparison pages that convert dealers who are evaluating options.

04. Turn product usage into pipeline (Lifecycle and PLG to sales)

The rooftop that tries 1 agent becomes the dealer group that runs 6.

- Build lifecycle across email, SMS and in-product that moves rooftops from signup to activation to expansion.

- Define product-qualified leads with Sales and route them in minutes, not days.

- Spot dealer-group signals in usage and hand them to the revenue team with full context.

- Run referral loops that turn happy dealers into the next 10 signups.

05. Build the machine with AI (Growth ops and automation)

Automate the work before anyone hires for it.

- Own enrichment, scoring, routing and follow-up on clean CRM data.

- Build attribution from first touch to paid rooftop so marketing and sales trust the same numbers.

- Ship agentic workflows with tools such as Claude, Clay and n8n for research, personalization, content and reporting.

- Put Vini on our own inbound so every dealer lead gets an instant answer.

06. Launch every agent and every market (Launches and international)

Each new agent and each new country gets a launch that hits its number.

- Run growth for each new agent once Product hands it over after its first customers are live.

- Take winning US playbooks abroad and localize them so they feel native in each market.

HOW WE'LL MEASURE YOU

- Self-serve signups

- Activation rate

- Free-to-paid conversion

- CAC and payback by channel

- PQL-to-opportunity conversion

- Agents per rooftop

YOUR FIRST 90 DAYS

- Weeks 1 to 2: use every agent yourself, listen to Vini calls and sit in on dealer onboarding.

- Day 30: full funnel instrumented, baseline published, top 3 leaks named.

- Day 60: paid and lifecycle live for 2 agents with CAC tracked.

- Day 90: 30+ experiments shipped and a 2-quarter growth plan.

WHO YOU ARE

- 4 to 7 years in growth marketing at a product-led SaaS or AI company, with a funnel and a paid budget you owned.

- You can show the numbers: cohorts, CAC, payback and conversion, before and after your work.

- You write SQL or get close, and you build your own dashboards.

- You have creative taste and can explain why an ad wins.

- You already build with AI and have shipped at least 1 workflow that runs without you.

- You ship fast and close the loop. Every test gets a decision.

Bonus points:

- You've grown a product for small business owners or operators.

- You've worked in auto retail or dealer software.

- You've localized growth for a market outside the US.

- You've marketed a voice or conversational AI product.