

# ASHER ELGIN ROLLS

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AI-native GTM operator across sales, growth, and product. Builds the automations, runs the data, and scales the channel.

## AI BUILDS & PRODUCTS

### Independent AI Builds

Sep 2024 – Present

Founder, AI Tools & Automations

San Francisco, CA

- Built **ClaimRight**, an AI RAG co-pilot for Indian health-insurance disputes that retrieves from a vector store of regulatory circulars and judicial awards and cites every answer, so users can contest wrongful claim rejections.
- Shipped **10+ AI tools with 200+ user interactions**, including an AI twin (AI-Sher), a career-mapping GPT (Hultivate AI), a Notion workspace builder, a Tableau analytics guide, and a pitch-writing assistant, plus fine-tuned open-source LLMs, n8n automations, and custom Claude skills.

### TAPP (Hult Prize)

Nov 2024 – Apr 2025

Founder & CEO

San Francisco, CA

- Launched a two-sided B2B marketplace connecting **20+ farmers** with enterprise buyers; placed **2nd runner-up at Hult SF** and earned an invitation to present at **Google**.

## EXPERIENCE

### Saikat Chakrabarti for Congress

San Francisco, CA

Growth & Outreach Lead

Nov 2025 – Present

- Manage a daily book of **100+ voter contacts** through an AI-optimized multi-touch outreach motion, holding a **15% engagement rate** and a **65% persuasion rate**.
- On the social media team, ran content-performance analysis that helped grow the campaign Instagram (@saikatforcongress) from **~10K to 107K+ followers**.
- Lead a team of **10 canvassers** with a Claude AI intelligence layer that ingests field data, flags weak scripts, and sharpens messaging, lifting team persuasion from **35% to 50%**.
- Call and meet **20+ local businesses daily** for co-branded visibility across the district.

### MTech-X (Nanofiber Deep-Tech Co.)

San Francisco, CA

Enterprise Account Manager

Mar 2025 – Oct 2025

- Built an AI-powered outbound engine from zero, generating **\$1M+ in enterprise pipeline** across global accounts (Daikin, Japan Airlines, Chicking, Kerala State Government).
- Owned customer success across active accounts, monitoring health signals (engagement, adoption, deal velocity) to drive product adoption and flag at-risk relationships early.
- Built the ICP, messaging library, battle cards, and discovery frameworks, and structured the sales motion the team ran.
- Hit **100+ outbound touches daily** through AI automations (PhantomBuster, n8n, ChatGPT) that scrape targeted prospects, and built an internal research-and-strategy bot for senior management.

### SIFF Ventures (EdTech Co.)

Bangalore, India

Senior Growth Strategy & Operations Associate

Nov 2023 – Aug 2024

- Scaled YouTube from **7K to 100K+ subscribers (14x)** through regular data analysis, audience-behavior research, and A/B testing of titles, thumbnails, and formats, redeploying winners across the channel.
- Built **15 KPI dashboards** and AI-driven publishing workflows, grew Instagram from **1K to 50K+**, and documented the SOPs that carried the channel past **200K subscribers** after handoff.

### VOIDX (Indie Streetwear Brand)

Bangalore, India

Founder & CEO

Jan 2022 – Oct 2023

- Founded a drop-based DTC streetwear brand, selling **1,000+ units** and reaching profitability in month one (**₹9,00,000+ / ~\$11K**) through lifecycle marketing, pricing, and inventory optimization.

### Graphy by Unacademy (SaaS)

Bangalore, India

Business Development & Account Management Intern

Nov 2021 – Jan 2022

- Managed a book of **50+ creators** on a B2B SaaS platform, driving onboarding, adoption, and engagement, and surfacing customer friction that informed product improvements.

## EDUCATION

### Hult International Business School

San Francisco, CA

M.S. International Business with Analytics

Sep 2024 – Aug 2025

- Led the Expedia executive pitch to an **A+ grade**; coursework in Building & Managing LLMs, AI for Product Leaders, Business Insights through Data, and Digital Marketing Strategy.

### Manipal Institute of Communication

Manipal, India

B.A. Mass Media & Communication

Jul 2019 – Sep 2023

## SKILLS

**GTM & Growth:** Outbound prospecting, lead generation, social and content growth, A/B testing, partnerships

**Sales & Customer Success:** Book-of-business management, consultative selling, expansion, retention, account-health analysis

**Data & Analytics:** SQL, Tableau, GA4, Excel/Sheets, KPI dashboards, audience and funnel analysis

**AI & Tools:** RAG, vector embeddings, prompt engineering, fine-tuning, n8n, custom Claude skills, Salesforce, HubSpot