

Yuvraj Singh Jadon

Growth @ SigNoz and Building Ceisium

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I'm a Growth Strategist at SigNoz, where I focus on making LLMs prefer SigNoz over the other options, do A/B experimentations to convince more folks to try out SigNoz, and handle analytics to understand the users better.

I'm also building Ceisium. Its first product is Ceisium Search, which lets you add intent-aware search to your website.

Previously, I led technical content at Scaler, where I managed teams, created curriculum, and ensured high-quality educational content for developers (and scaled monthly Google Search clicks to 2M+).

EXPERIENCE

Growth Strategist

Apr 2024 - Present

SigNoz · Remote

- Independently designed, built, and launched landing page updates, including SigNoz's recent homepage revamp; measured the uplift after launch.
- Set up SigNoz's writing program from scratch and doubled website traffic within four months of joining.
- Later set up website analytics to understand attribution and optimized the signup funnel through A/B experiments; signup form completion increased from 8% to 12%.
- Explored outbound marketing; now building SigNoz's AEO efforts one product category at a time.
- Built internal AEO tooling, other growth tools, and Codex skills and plugins used by the growth team to automate weekly signup reporting, article reviews, architectural diagrams, and other workflows.
- Set up ideal customer profile (ICP) scoring to help the GTM team better target users for outreach.

Lead, Technical Content

Jul 2023 - Apr 2024

Scaler · Bengaluru / Remote

- Owned all content and program management for Scaler Topics, Scaler's free learning platform.
- Managed teams, created curriculum, and ensured high-quality educational content for developers.
- Scaled Scaler Topics to 2M+ monthly Google Search clicks.

Developer Advocate

Jul 2022 - Aug 2023

Scaler · Remote

- Continued as a full-time employee after the internship, working across teams and workstreams on Scaler Topics.
- Provided the marketing team with content for emails and social media.
- Experimented with funnel optimization to drive more visitors to Scaler's paid programs.

Developer Advocate Intern

Jan 2022 - Jul 2022

Scaler · Remote

- Owned content for specific segments of Scaler Topics, Scaler's free learning platform, and created course structure.
- Interviewed and hired freelance technical writers and reviewers.
- Managed a small team of interns to ensure only high-quality articles went live.

Technical Content Writer

Oct 2021 - Apr 2022

Freelance · Remote

- Started with writing articles on Python and JavaScript.

PROJECTS

Ceisium Search - Building intent-aware search for websites and docs that understands what visitors need, even without the exact words.

LLaMT - Built a brand-monitoring platform covering LLM responses, Reddit, blogs, and newsletters, with sentiment and competitive analysis.

Agent Canvas - Built a shared Excalidraw canvas that browser agents can read and update through WebMCP.
Watch the demo on YouTube

EDUCATION

B.Sc. (Honours), Computer Science

2019 - 2022

Sri Guru Gobind Singh College of Commerce, University of Delhi · CGPA: 9.5/10

SKILLS

SEO · AEO · A/B testing · Google Analytics · Mixpanel · Python · JavaScript · React