INDEPENDENT GROWTH OPERATOR // BENGALURU, INDIA

Creators build the audience. I build what comes next.

I work with creators on the business side of attention, the offer worth selling, the product behind it, and the systems that keep it running after launch day. Strategy, execution, and the unglamorous parts.

THE FIT

You make the content. Let's make it count.

Creators are usually good at the part everyone can see. The part that decides whether it becomes a business - the offer, the product, the plumbing - is the part that gets postponed.

WHAT THAT LOOKS LIKE IN PRACTICE

Find the right thing to sell

Look at who is actually listening, work out what they need, then shape an offer that fits the creator instead of fighting their voice.

Make the idea real

Map the offer, build the journey, connect the pieces, and get something genuinely useful into real hands.

Automate the boring bits

I build the technical pieces that make a good offer easy to run - internal tools, integrations, data cleanup, reporting. The outreach stays personal.

THE RECEIPTS

AMAZON / OPERATIONS

~90%

LESS MANUAL WORK

Built SQL and Excel VBA automations for a transport-risk and compliance process that was previously handled by hand.

PREVIOUS ROLE · SELF-REPORTED OPERATIONAL OUTCOME

RIPPLING / INTERNAL TOOLING

~8h → ~1h

PREP TIME PER CYCLE

Built a purpose-made utility that partitioned CSV data and packaged resumes for an ATS migration workflow.

PREVIOUS ROLE · SELF-REPORTED OPERATIONAL OUTCOME

RIPPLING / CTF 2025

Winner

CAPTURE THE FLAG

Won Rippling's internal 2025 capture-the-flag competition. Security puzzles against a clock.

PREVIOUS ROLE · VERIFIED BY THE COMPETITION RESULT

These come from previous roles. They are operational outcomes, not creator revenue results.

THE NEXT MOVE

Message on Instagram

Instagram is the fastest way in

@devaraj_kali

https://www.instagram.com/devaraj_kali/

https://trydkaliscales.com