

Ashwin Ramesh

Senior Marketing Manager

Detail-oriented Senior Marketing Manager experienced in leading product strategy and business development using in-depth knowledge of market trends. Successful at establishing clear objectives for team members and enforcing deadlines to keep projects on track.



Contact

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Skills

Project Management

Digital Transformation

Budget Management

Marketing Strategy

Data Analysis

Relationship Management

Cloud Computing

Demand Generation

Lead Management



Software

Google and Office Suite

Salesforce

Mailchimp



Work History

2022-01 -

2023-06

Digital Marketing Manager

Elucidata

- Streamlined website operations and lead-capture process resulting in 200% increase in MQLs.
- Ran demand generation campaigns resulting in 4x increase in webinar registrations.
- Implemented Salesforce Account Management and increased conversions by 30%.
- Spearheaded team expansion, led, coached and mentored to deliver successful execution of marketing initiatives.
- Optimized marketing campaigns reducing costs by 75%.

2019-10 -

2022-01

Digital Marketing Executive

Katalyst Partners, Mumbai

- Significantly boosted company's top line by over 50% within one year by implementing comprehensive go-to-marketing strategies.
- Increased organic traffic across 3 websites by 21x overall, with one website experiencing 75x growth in just 19 months.
- Generated impactful content, including blog articles, landing pages, case studies, customer-facing knowledge base articles, and brochures.
- Performed competitive analysis and leveraged partnership with Microsoft to drive the launch of new product lines and improve margins.
- Spearheaded pre-sales efforts and

Hootsuite

Wordpress

SEMRush

Google Analytics

Webflow

JIRA

Confluence

Zapier

collaborated with cross-functional to develop and execute go-to-market strategies, resulting in improved returns.

**2019-02 -
2019-09**

Content Marketing Executive

Leadtree Digital, Mumbai

- Worked with clients in various industries, including automobile, entertainment, clean energy, e-commerce, photography, freight, counseling, and rentals.
- Performed on-page and off-page SEO optimization.
- Wrote website and landing page content for clients.
- Created and curated content for websites and social media platforms.
- Mentored three recruits.

**2018-01 -
2019-01**

Inbound Marketing Consultant

-, Navi Mumbai

- Conducted competitor research and analysis, collaborated with stakeholders, and created effective lead nurturing offers.
- Mapped user journeys and funneled leads, running paid ad campaigns on Google Ads, Facebook, and Instagram.
- Generated insightful reports using Google Analytics and Facebook Insights, executed impactful email marketing campaigns, and created compelling content tailored to clients from various verticals.

**2016-08 -
2017-12**

Quality Assurance Analyst

Duck Creek Technologies, Mumbai

- Participated in Agile Sprint planning, executed tests, and conducted root cause analysis for defects.
- Conducted knowledge transfer sessions and facilitated boot camp sessions for new joiners.
- Utilized various tools including Test Automation Centre, Microsoft Test Management, and Team Foundation Software for automation and defect management.

Associate Software Engineer

Accenture, Mumbai

- Executed manual and automated scripts for regression testing, utilizing automation tools.
- Created, reviewed, and modified test scripts for regression testing
- Ran automated tests, identified defects, and updated automation scripts.
- Performed extensive ad-hoc and exploratory testing.
- Performed root-cause analysis for software defects and effectively communicated issues, challenges, and risks to stakeholders.



Education

2010-06 -
2014-05

B. Tech: Biomedical Engineering

Vellore Institute of Technology - Vellore, TN



Accomplishments

Employee of the Month, Elucidata-Jan 2023
Certificate of Achievement, Elucidata- 2022