



# Ashish Sriram

Marketing Professional

📍 London, UK

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## Languages

- English (Fluent)
- Hindi (Fluent)
- Telugu (Native)
- Tamil (Fluent)
- French (Basic)
- German (Basic)

## About

Driven marketing professional pursuing MSc Management at Brunel Business School with 3+ years of experience helping businesses succeed in challenging markets. Knowledgeable with campaign creation, product launches, and consumer engagement. Seeking a challenging job in a progressive organization.

### BRANDS WORKED WITH

- Cyara
- Phoenix Marketcity Chennai Pvt Ltd
- Redscreens LLP

## Experience



### ● Marketing Manager EMEA

Cyara | Dec 2021 - Now

Developed and implemented performance strategies and plans to track continuous improvement.

Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.

Assessed marketing copy, art comps and final designs in alignment with established specifications for LinkedIn, Google Ads, Display Ads, YouTube visual ads and emailers.

Executed optimal sales strategies to achieve commercial goals for the target market.

Managed marketing budget and associated P&L to assess sales plans for various business verticals. Reduced marketing costs by streamlining data and content management.

Organized contacts and orchestrated innovative MQL-SQL strategies to boost awareness, engagement and sales.

Implemented creative partnership building, event sponsorship, activation platforms and consumer experience design.

Leveraged communications materials, monitoring budgets and developing protocol using tools such as Hubspot, Slack, Asana, Sales Navigator, and Google Data Studio.

### ● Co founder & Chief Marketing Officer

Redscreens LLP | Jun 2020 - Sep 2021

Spearheaded successful business development initiatives aligned with the company's strategy and core competencies.

Assessed performance management structures and implemented enhancements to improve frameworks and strengthen results.

Focused teams on developing innovative and cutting-edge approaches with effective resource allocation and strategic planning.

Managed branding campaigns and event marketing initiatives in print, video, web and social media.

Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement. Building marketing funnels across platforms with the key focus being paid media, tracking and improving on ROI and CPA targets were key in business management.

Identified low-cost opportunities to increase visibility and drive traffic, increasing returning visitor revenue by 70% for multiple clients. Re-designed user experience, site functionality and online merchandising to increase sales.

Developed and strengthened business partnerships at all levels.

Negotiated advertising and commercial sponsorship contracts, while ideating, commissioning, directing Ad Commercials, and shoots for key value driven brands.

### ● Marketing Executive-Event Production Manager

Phoenix Marketcity Chennai Pvt Ltd | Jun 2018 - Oct 2019

Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers including commissioning content syndication with brands.

Formulated and implemented marketing solutions including brand awareness & facade consultation, that resulted in greater corporate

awareness, consumer traffic, and sales numbers for brands including Nike, Adidas, Puma, Fossil, Indian Terrain, Max, Columbia Sports, Lee, Wrangler, Vans, Reebok, Lifestyle, Marks & Spencer, Casio, ToysRUs, Paul & Shark, Coach, & TAG Heuer.

Planned and executed events and marketing programs, producing 95% of the goal of qualified leads. Compiled product, market and customer data to generate informed sales and profit projections.

Managed relationships with key industry partners and implemented promotional initiatives to maximize marketing program performance.

Worked with vendors to complete projects according to schedule and specifications.

Planning, overseeing and analyzing website improvements from A/B testing to online merchandising and landing page creation alongside our marketing team. Identifying e-commerce initiatives, features and functionality to improve conversion and digital experiences to accelerate growth.

## Education & Training

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2021 - 2023 ● **Brunel University London**

MSc, Management