

ASHISH JAIN

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Growth marketing professional with 8+ years entirely in B2B SaaS, specializing in SEO, lead generation, and GTM. Currently, managing a global website, optimizing conversion funnels, and enhancing sales enablement.

PROFESSIONAL EXPERIENCE

- TELUS International** (B2B IT-CX services, Global Multinational) 2021 – Present
Growth Marketer Remote
- Drove **270K+ monthly visitors** by implementing organic growth strategies for a high-traffic website and micro-sites through keyword research, technical SEO, and competitor analysis.
 - Leading a **chatbot** deployment for lead generation for the global website. Delivering design workflows, UAT and third-party platform integrations with SFDC and ATS systems for information sync.
 - Maintaining DA of 73 & backlinks by establishing strong cross-functional collaboration between content, PR, and tech teams across subsidiaries to align with business priorities and enhance SEO efforts.
 - Deliver monthly and quarterly reports to the leadership team assisting with ad budget allocation.
 - Initiating **CRO** (Conversion rate optimisation) efforts to improve MQLs / SQLs and **sales enablement** to assist the teams in converting better.
- Sigmoid Analytics** (Data Engineering Consulting Company) 2019 – 2021
Senior Digital Marketer Bengaluru, KA
- Led cross-functionally collaboration between marketing and web development teams to reduce webpage **load time from 12s to 5s** and enhance Core Web Vitals scores (75+ desktop, 60+ mobile)
 - Created targeted campaigns with open rates of 25%+ to nurture inbound leads.
 - **Streamlined lead management** on CRM, optimizing content formats to implement on-page SEO strategies and maintaining a consistent top-10 SERP ranking for target keywords.
- Mediamint** (Marketing Agency) 2018 – 2019
Campaign Delivery Manager Hyderabad, TS
- Managed **\$50K/month** ad campaigns with 95%+ ad pacing and optimizing Pinterest ads.
 - Handled SFDC requests for campaign execution across US/UK CPG vertical clients.
- Coviam Technologies** (SaaS, Bootstrapped Startup) 2017 – 2018
Product Marketing Executive ([Engati](#)) Bengaluru, KA
- Built and executed the **go-to-market (GTM) strategy** for Engati, a **0 to 1 journey** for a **SaaS** chatbot development platform. It included A/B testing landing pages to drive higher sign-ups, product demos, and offline customer visits for deeper pain point understanding.
 - Led successful launches on ProductHunt, webinars, and nurture campaigns, and executed targeted email marketing to promote new product features and boost user engagement.

EDUCATION

Masters in Digital Society | IIIT Bangalore, KA - 2015-17 & **B.Tech.** in CS | SPSU, Udaipur, Raj. - 2010-14

SKILLS & OTHER

GrowthX: Completed an 8-week product and growth boot camp, to develop an all-around acquisition strategy to double the revenue of a unicorn startup in Marketing Automation and CRM software for businesses.

Skills: Market Research, Product Positioning, Growth Strategy, Paid Advertising, Campaign Management, Tech SEO, Social Media Marketing, HTML/CSS, Metricool, Keyword research, CRO, Data Analysis, Lead workflow

Tools: MailChimp, WordPress, LeadSquared, Ahref, Zoho, Canva, Google Analytics, Adobe Analytics, Pardot, Salesforce, SEMRush enterprise, Hubspot

Research assistantship at IIM Bangalore - I did project management for drafting a book on Digital Marketing at IIM Bangalore. Published by McGraw Hill Education in 2017. [Edition 1](#) and [Edition 2](#)