

# ASHISH JAIN

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Marketer with over 7 years of experience in driving revenue growth, scaling marketing operations, and generating leads for the B2B SaaS hi-tech products and services industry in global markets

## PROFESSIONAL EXPERIENCE

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TELUS International, Remote 2021 – Present

### Growth Marketer (Global Marketing Team)

- SEO initiatives, boosting organic search visits with content loop strategies (non-career visitors of 250k/m) 40%+ organic
- Website and content optimization to improve page load time from 12 seconds to under 5 seconds for business landing pages
- Email marketing | Strategize lead nurture campaigns and retention strategies for business growth resulting in 25%+ open rates with a 2.5% click-through rate
- Led marketing chatbot for lead generation, managing stakeholders and ensuring compliant soft launches. This includes designing user journeys and inbound leads workflow
- Focus on AI Data Solutions offering including in-house AI-ML built chatbot development tool

Sigmoid Analytics, Bengaluru, KA 2019 – 2021

### Senior Digital Marketer

- Website and content marketing: Overhauled the company website using WP CMS, improving UX and performance from 40 to 70+ for web core vitals
- Conducted on-page optimization for organic growth and conversion rate optimization for lead generation with 1.2% conversion for an average of 12k+ organic global visits
- Managed server and utilized an S3 bucket for efficient cloud object storage, reducing server load for media files

Mediamint, Hyderabad, TS 2018 – 2019

### Campaign Delivery Manager

- End-to-end campaign management, including ad placement and impression tagging. Budget management of \$50k+/month

Coviam Technologies, Bengaluru, KA 2017 – 2018

### Product Marketing Executive

- GTM strategy and implementation from scratch for a global SaaS chatbot development platform called [Engati](#) for 0 to 1 product journey
- Led lead generation initiatives, including landing page A/B testing, conducting demos, webinars, nurture campaign development, sales enablement and feature promotion via email marketing from 0 to 10s to 100s during my tenure

## EDUCATION

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

## SKILLS & OTHER

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**Skills:** SEO, Marketing Automation, Data Analysis, GTM Strategy, Market Research

**Tools:** Salesforce, Pardot, WordPress, Zoho, SEMRush, Ahref, Adobe Analytics, Google Analytics

**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](#)

**Extra Curricular:** Active in adventurous sports (Horse riding, Triathlons, Himalayan treks) - [Repository](#)  
Winner of men's double badminton tournament organized by TELUS International Bangalore office