ASHWIN RAJEEV

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Marketer with a potent blend of business analytics expertise. MSc in Business Analytics paired with an MBA, steering teams to success while wielding R, Python, Tableau, and SQL, delivering data-driven insights. Excited to fuse strategic marketing initiatives with robust analytics, optimizing strategies for measurable impact.

EDUCATION

The University of Leeds   2023/24
MSc Business Analytics and Decision Science: GPA:
Skills: Machine learning, SQL, Python, R, Tableau, Power BI

Presidency University   2020/22
MBA, Marketing and Business Analytics, GPA: 7.11
Skills: Marketing, Basic analytics

Calicut University   2017/20
BCA: Computer application, GPA: 5.9

PROFESSIONAL EXPERIENCE

Byju's – Think and Learn Pvt. Ltd.   **APR 2022 – JUN 2023**
Marketing Manager

- Directed lead generation through below-the-line marketing/above-the-line marketing campaigns the within Kannur district.
- Managed and led a team of 12 people, 2000+ Leads generated/Month, resulting in a total Revenue of 7,700 GPB with ARPU 435 GPB and CPL 2.5 GBP
- Implemented Tableau, Excel, and Google Forms to analyse marketing campaign data, resulting in a 20% increase in customer engagement. Monitoring matrices of lead generation, lead quality, customer engagement, and conversion using Tableau, Lead squared
- Improved and analysed a comprehensive social media strategy, resulting in a 20% increase in brand awareness and a 30% increase in media engagement
- Introduced Tele-calling in the center, which led to a 10% increase in customer engagement

Assistant Manager BTL Marketing & Operations   **APR 2022 - FEB 2023**

- Responsible for lead generation through below-the-line marketing campaigns within Thrissur district.
- 8000+ Leads generated /Month, resulting in a total Revenue of 145,000 GBP with ARPU 485 GBP and CPL 1.5 GBP
- Managed a team of 36 Business Development Executives (50 Leads pre-BDE) while meeting consistent sales targets
- Monitoring matrices of lead generation, lead quality, customer engagement, and conversion using Tableau, which led to a 20% increase in lead quality
- Developed comprehensive reports using Tableau and Excel to track key performance indicators for marketing campaigns, resulting in a 30% improvement in ROI
- Executed innovative initiatives, including organising special festivals and executing successful apartment campaigns, resulting in a significant increase in attendance and generating an approximate 25% increase in revenue

CERTIFICATIONS

- Personal Branding certification
- Data Analysis and Business Intelligence online certification by Udemy
- Completed Excel associate examination with Microsoft.
- R programming certification by Coursera

INTERESTS

- Travelling
- Photography
- Explore new books, food