

ASHWIN RAJEEV

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Passionate 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	
Presidency University	2020/22
MBA, Marketing and Business Analytics, GPA: 7.11	
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 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.
- Developed and managed 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 centre, 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 and led 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.
- Collaborated hand-in-hand with our internal operations, sales, finance, and back-end support teams.
- Developed and executed innovative initiatives, including organising special festivals and executing successful apartment campaigns, resulting in a significant increase in attendance and generating approx. 10% increase in revenue.

CERTIFICATIONS

- Portfolio Website [here](#)
- Completed online certification from Udemy: Data Analysis and Business Intelligence (SQL, Python, Tableau)
- Completed Excel associate examination with Microsoft.
- Completed Verzeo Business Analytics Course (Python, Power Bi, Excel)

Interests

- Travelling
- Photography
- Explore new books, food