



Ashwin Jayakumar

+91-8089883350

✉ ashwinjkm94@gmail.com

in @ashwinjkm

PROFILE

A tech-enthusiast and an artist at heart. I am a passionate storyteller and a traveler. My personal highlights include having co-founded a startup, getting awarded the best outgoing student in my under-grad, and publishing blogs on blockchain technology.

EDUCATION

📍 MICA, Ahmedabad,
PGDM-C, 2021

📍 NSS College of Engineering,
Palakkad,
B.tech (Computer Science), 2016

CERTIFICATIONS & VOLUNTEER WORK

- Email Marketing Certified, HubSpot, 2021
- Google Analytics for Beginners, Google, 2021
- Product Marketing, Made Differently by Divyangjan
- National Service Scheme, Volunteer, 2013 to 2016

WORK EXPERIENCE

Growth - Performance, Partnership & Brand

Enphase Energy

May 2021 - Present

- Strategized and launched pilot lead generation programs in the UK, and across multiple Indian cities
- Headed performance marketing & email marketing campaigns - experimented, learned, and optimized campaigns. Maintained ~100% lead sufficiency, doubled the qualification rate & CTR%
- Incharge of identifying affiliate marketing opportunities and partnership management to aid 10x growth
- Lead region-specific brand narratives (ATL & BTL)
- Crafted insight backed communications in coordination with the design team
- Improved user experience (mobile) through key interventions & design revamp. Improved the form fill rate by 50%
- Conducted in-depth research to identify cohorts and mine region-specific insights. Created region-specific communications
- Lead the lead nurture initiative via D2C channels such as WhatsApp, email & SMS
- Headed the store launch (eCommerce platform) in strategic regions (APAC + EMEA)
- Ensured seamless customer experience by managing the catalog
- As a part of the product team - captured & implemented features routinely

INTERN

Exide Technologies

May - July 2020

- Conducted extensive research on barriers and drivers of online sale of batteries
- Generated consumer personas & mapped their journeys
- Mined insights through data analysis
- Suggested effective strategies to drive online sales

SOFTWARE DEVELOPER

QBurn Technologies

Sept 2016 - June 2019

- Lead a team of developers to handle client projects
- Spearheaded the blockchain research team, delivered multiple business use cases
- Worked on developing an eCommerce website for a Japanese apparel brand

SKILLS & PROFICIENCIES

- | | |
|------------------------|------------------------|
| • Google Ads | • Jira |
| • Facebook Ads Manager | • Magento |
| • Google Analytics | • Catalog Builder Tool |
| • Lead Conduit | • Google Data Studio |
| • HubSpot | • Incorta |
| • Salesforce | • Microsoft Excel |