



Aswin Raj

Clean Tech Marketer / Business Development

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Github

LinkedIn

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Professional Summary

Spearheaded data-driven marketing strategies across Clean Tech, Pharmaceutical, Travel, and I Gaming sectors, increasing lead generation by 35% and improving marketing ROI by 22% across diverse European markets. Passionate about driving impactful climate solutions and global sustainability through targeted marketing across the globe.

Professional Experience

Clean Tech Marketer

Freelance

Jan 2025 – Present

Executed targeted demand generation campaigns for early-stage cleantech startups, increasing SQLs by 1.5x and contributing to a \$100K+ sales pipeline. Improved lead quality and reduced CAC through SEO, PPC, and HubSpot. Supported cross-functional GTM activities across energy and mobility sectors. Helped boost site traffic by 50% and enhanced MQL engagement.

Business Dev/ Marketing

NCI, Eurail & Scores and Levels

Sept 2022 – Jan 2025

Led data-driven marketing campaigns via HubSpot and Salesforce, boosting engagement, retention, and customer LTV. B2B sales, customer success, and campaign execution across Europe, Asia, and Latin America. Drove \$35K+ in international sales, onboarded 50+ clients, and achieved 80% of sales quota. Delivered frontline support for 10,000+ users across iGaming and travel sectors, maintaining 95% resolution rates.

Project Assitant

UNICEF, MGK AQUA

Jul 2018 – Aug 2021

Developed 5+ detailed EIA and GHG management reports for major clients like BOSCH and PepsiCo. Directed water treatment projects across 15+ residential and corporate sites, analyzing over 60 water quality parameters. Implemented solar stove and water pump solutions impacting 10,000+ tea estate residents, enhancing clean energy use and water access.

Education

Masters in Energy and Environmental Management

University of Twente, Enschede
2021 - 2022

Bachelor's in Environmental Science

Amity University, Noida
2015 - 2018

Projects

SMOOB (Smart Mobility Operating Autonomous Vehicle), NL (Apr 2022 - Jul2022)

StartUp specialising in creating fast & reliable charging location apps for EV drivers through traffic analysis, road quality, estimation, urban planning & seamless troubleshooting, thereby reversing Nitrogen Crisis with AMC & migration to cities.

Upcoming Geothermal Heat Grid in the Leeuwarden, NL (Feb 2022 - Apr 2022)

Conducted research with on social concerns regarding geothermal energy integration into the Dutch heat grid, using the DESSIN-ESS framework for analysis. Findings were published by Omrop Fryslân, informing sustainable energy transition discussions. omropfryslan.nl/article.

Coral Bleaching Status in the Andaman Islands, India (Dec 2017- Feb 2018)

Identified 1°C rise in sea surface temperature (SST) causing coral bleaching by disrupting zooxanthellae symbiosis. Assessed thermal stress using satellite data via Coral Bleaching Alert System (CBAS). Reported findings to ANET, Indian Wildlife Department, and Coast Guard for research.

Skills

Marketing&DemandGen

HubSpot·Salesforce·Mailchimp·Zendesk·Coldoutreach

Analytics&Reporting

SQL·PowerBI·CRM·Excel·GoogleSheets

Project&StakeholderMgmt

Jira/Kanban·Agile·SOP development·

Sustainability&Carbon

GIS ·EIA· ISO14001·GHG accounting·NEBOSH

Certification

- Project Management - Google
- SQL Data Associate - Data Camp
- Prince 2 Foundation
- Occupational Health and Safety - NEBOSH
- ISO 14001:2015 Lead Auditor for Environmental Management

Languages

- Fluent in English, Tamil, Hindi, and Kannada
- Intermediate in Portuguese
- Elementary in Dutch
- Learning Bahasa

