

ASWIN RAJ SIVAPRAKASH

BUSINESS EXECUTIVE/ CLEAN TECH MARKETER



✉ aswinr63@gmail.com

📍 Porto, Portugal

📞 +351 938816822

🌐 [Linkedin](#)

📁 [Github Portfolio](#)

SUMMARY

Spearheaded data-driven marketing strategies across Clean Tech, Pharmaceutical, Travel, and IGaming 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 SKILLS

Marketing&DemandGen :	HubSpot·Salesforce·Mailchimp·Zendesk·Coldoutreach·Leadnurturing
Analytics&Reporting:	SQL·PowerBI·Excel·GoogleSheets
Project&StakeholderMgmt:	Jira/Kanban·Agile·SOP development·Cross-functionalcollaboration
Sustainability&Carbon:	Environmental Impact Assesment·GIS ·ISO14001 EMS auditing·GHG accounting·NEBOSH
Communications:	RFP/tender response·Technical content·Presentationdecks·Multilingual outreach(Unbabel)

WORK EXPERIENCE

CLEAN TECH MARKETER

April 2025 - Present

Freelance , Porto

- Executed full-funnel B2B demand generation campaigns for early-stage climate tech startups including Windcredibles, ProClima, and Beyond Sustainability, driving a 2x increase in SQLs and contributing in pipeline.
- Reduced CAC by 10% through SEO, Google Ads, and LinkedIn campaigns under Cleantech Growthlab, generating 20,000+ impressions and 300+ top-of-funnel conversions.
- Built ABM workflows and email nurture sequences in HubSpot, improving engagement and aligning GTM strategies across sustainability, energy, and mobility sectors.
- Conducted SEO audits and content updates that boosted site traffic by 40% and improved MQL conversion for clean energy and circular economy clients.

CUSTOMER SUCCESS & MARKETING SPECIALIST

June 2024 - Apr 2025

Scores & Levels , Porto

Marketing Collaboration & Promotional Campaigns

- Developed data-driven strategies via HubSpot, increasing customer retention by 25% across regions.
- Launched bulk campaigns to 50,000+ clients, boosting engagement by 15% and deposits by 10%.

Customer Support & Bet Management

- Handled 100+ daily inquiries and 300+ monthly account actions across Bet365, Bet Barter, Aposta Real, and Sky247.
- Resolved complex bet disputes via 9 Wickets, achieving a 95% resolution rate within 24 hours.

VIP Engagement & Telemarketing

- Managed 150+ VIP accounts, increasing high-value customer engagement by 20%.
- Promoted offers and reactivated 30% of dormant VIPs across Asian, African, and Brazilian markets.

BUSINESS DEVELOPMENT MANAGER (REMOTE)

Jul 2022 - Dec 2024

National Chromatography Inco, Europe

- Acquired consistent new business with well-formulated and executed strategies based on market expertise.Collaborated with sales and business development teams to fulfil bids, RFP and tender under strict timelines. Contributed to bottom line revenue by attaining 80% of sales quota.
- Revitalized marketing efforts employing streamlined processes and rebranding initiatives. Prospected and qualified marketing leads from the pharmaceutical industry using Salesforce CRM attaining conversion rates of 13%.
- Collaborated with cross-functional teams to create targeted marketing materials for specific industries or clients. Prospected for potential new clients to improve business opportunities and onboarded 50 clients and partners through sales pitch meetings and cold calls.
- Amplified international sales by selling pharmaceutical stocks worth \$35k across North America and South Asia as a result of extensively researching the import and export movement.
- Liaised with directors, R&D team, sales and procurement team, dispatch and management teams through weekly and monthly meetings,regular monitoring and cross-checking with the existing database of customersto ensure consistency in approach

CLIENT RELATIONSHIP SPECIALIST

Sept 2022 - Aug 2023

Eurail (European Travel company) , Netherlands

- Inbound Customer Support: Address customer inquiries through phone, email, and chat channels. Diagnose and troubleshoot customer problems while delivering technical assistance. Handle customer grievances effectively and elevate complex matters to the relevant departments. Keep customer records up to date, manage account details, and complete order processing tasks.
- Technical Support: Handled issues with payment and reservation along with account setup and email-related queries. Effectively communicate technical information to non-technical customers, providing clear and concise instructions for issue resolution. Consistently met or exceeded SLAs for response and resolution times, contributing to a high level of customer service.
- Product Knowledge : Understanding of international travel, including fares and pricing, available resources and travel documentation requirements. 60% of railway bookings should be international. Assist customers with various needs, such as travel changes and special requests, including any necessary problem solving, Review incoming correspondence and materials as needed; prioritize, summarize, and respond in a timely manner

ENVIRONMENTAL ASSISTANT

Nov 2020 - Aug 2021

MGK Aqua Inco, India

- Developed Detailed Project Reports (DPRs) on sustainability, climate change, GHG management, and energy efficiency for BOSCH, PepsiCo, and multiple textile and tanning companies.
- Led water treatment initiatives for 15+ residential and corporate projects by analyzing BOD, DO, TSS, and other parameters, and implementing clarifiers, rainwater harvesting, and automated wastewater treatment systems.
- Designed coagulant/flocculant specifications and supported the installation of drinking water setups, acoustic blowers, and ETPs, resolving on-site issues to ensure timely project completion.
- Conducted waste management training during corporate/public events and utilized Agile/Kanban methods for sales tracking and stakeholder engagement.

PROJECT ASSISTANT

Jul 2018 - Jun 2019

UNICEF, Water Sanitation and Hygiene (WASH), India

- Collaborated with government officials to report progress and negotiate budgets for environmental sustainability and GHG management projects, including solar stove and water pump installations..
- Researched, drafted, and edited proposals and executive reports, identifying opportunities to enhance project outcomes.Streamlined water testing by analyzing 63 parameters and integrated solar-powered stoves for over 10,000 tea estate residents encouraging alternatives to conventional usage of coal and scrapwood cooking.
- Modernized the preliminary designs for water pumps and beddings in 16 tea estates across Dibrugarh, Assam that provided access to fresh water and usage of honeycomb toilets for efficient use and cost saving.

INTERNSHIP

SMOOB (Smart Mobility Operating Autonomous Vehicle), Netherlands

Apr 2022 - Jul 2022

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.

PROJECTS

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.

EDUCATION

MASTERS IN ENVIRONMENTAL AND ENERGY MANAGEMENT

University of Twente, Enschede 2021 - 2022

BACHELOR'S IN ENVIRONMENTAL SCIENCE

Amity University, Noida 2015 - 2018

CERTIFICATION

- PROJECT MANAGEMENT - GOOGLE
- SQL DATA ASSOCIATE - DATA CAMP
- DIGITAL MARKETING - HUBSPOT
- BLUE CARBON FOUNDATION - BLUE PRAXIS
- OCCUPATIONAL HEALTH AND SAFETY - NEBOSH
- ISO 14001:2015 LEAD AUDITOR FOR ENV.MANAGEMENT

LANGUAGES

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