

# Ashanya Indralingam

Marketing | Content | Community

Telephone +1 573 673 1674  
Email ashanya.i@gmail.com  
Website www.ashanya.com  
Address San Francisco, CA

## Profile

I've been fortunate enough to travel down several roads throughout my career, each adding new core competencies to my skill set. I am now seeking a stable, long-term career position with a visionary company or agency that is attracted to my credentials and understands the full scope of what I bring to the table. My skills are fully transferable to any industry and applicable to brand agencies, multinational companies and early stage startups.

## Technical Skills

Agile Methodology	●	●	●	●	●
Strategic Planning	●	●	●	●	●
Mobile Marketing	●	●	●	●	●
SEO/SEM	●	●	●	●	●
CMS	●	●	●	●	●
Image/Design	●	●	●	●	●
SQL	●	●	●	●	●
HTML/CSS	●	●	●	●	●

## Experience

### Brand & Marketing Strategist Independent Consultant

Dec 2015 - Present

I consult with various clients on brand building and holistic marketing strategy. Working closely with founders and C-level executives of small to midsize startups, I help define and execute on marketing plans that align with short and long term business goals.

- Not sure where to start? I use brand, market and competitor research to build you a brand identity from ground up, including naming, customer personas, brand guidelines, visuals and voice/tone.
- Need direction on existing marketing? I'll deliver a full audit and report of your current efforts before building out a plan that involves inbound marketing tactics customized to your immediate revenue goals.
- Require comprehensive strategy and daily execution? Once I've defined a plan of action, I will leverage my network of top-notch contractors to build you a marketing team that will execute on day-to-day operations of content, social media, email, design and UA.

### Sr. Marketing & Community Manager

Blue Shell Games (acquired by RockYou)

May 2015 - Dec 2015

Working closely with the founders, I developed a demand generation strategy that included testing and iterating on viral tactics, segmented customer campaigns and paid user acquisition.

- Managed \$150K yearly budget, RFP process and relationships with UA vendors and creative agencies
- Helped ideate, conceptualize and launch a new category of mobile games designed to act as a marketing funnel for the company
- Created highly targeted drip campaigns aimed at managing churn and retention, focused on high LTV customers
- Conducted qualitative research and quantitative data analysis to provide feedback that informed product decisions

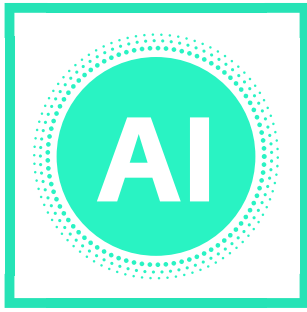
### Marketing & Community Manager

Blue Shell Games

Jan 2014 - May 2015

Though initially tasked to tackle management of the company's 35 million player base, I soon took on overall marketing strategy for all game titles.

- Hired and managed Community Moderators to build out an Ambassador program that tracked a 20% WoW increase engagement
- Owned and managed all interactions with community on Facebook (7M+ fans), Twitter and Youtube channels
- Planned and executed on content and feature release calendars structured around company's goals
- Crafted and executed on the company's first live operations program to boost daily revenue by an average of 40%
- Structured company-wide process for collecting user feedback and proactively assessing player satisfaction levels
- Worked with product and engineering teams to design in-app flows to consistently reach customer loyalty, engagement and revenue goals



## Education

**BA in Journalism**  
University of Missouri  
2007-2010

## Testimonials

"Asha is a driven, get-it-done marketer that understands consumer behavior and best practices in social media. Among the best hires I have made in my career."

**Valerie Brown**  
Former VP Marketing  
Causes.com

"Asha kicks ass. She came into Blue Shell Games as a community manager, owning a small but important part of our organization, and within six months was owning not only community but also user acquisition, a major marketing outsourcing project, a second product's community, all marketing copy, live ops, an organically grown FB community group, and more."

**Brett Nowak**  
Former Director of Product  
Blue Shell Games

## Experience (cont'd)

**Marketing Manager, Social**  
*Causes.com* (acquired by Brigade Media) July 2013 - Dec 2013

I managed key marketing priorities around the brand relaunch for Causes, and was part of a team that netted 80 million brand impressions through media coverage and partners during week of launch.

- Owned community on Facebook (9M fans), Twitter (130K ) and Youtube
- Crafted new brand tone/voice, social strategy and daily postings
- Coordinated the Celebrity Partner Program to pitch, onboard and curate branding efforts around social good influencers like Hugh Jackman, Gary Sinise and Ricky Martin
- Managed production of branding collateral including explainer videos, infographics and pitch decks
- Tested and implemented SEO strategies across the Causes platform

**Brand Marketing Manager**  
*Kinetic Events Inc.* Sept 2010 -July 2013

Pitched and project-managed digital brand campaigns from concept to launch for lifestyle brands like Absolut Vodka (Pernod Ricard), Southern Wine & Spirits, Young's Market Company, Palms Resort & Casino, Dolby Laboratories and Eventbrite.

- Coordinated digital marketing strategy for various global lifestyle brands including timeline workflow, ideation, content creation and partnerships
- Managed 130+ consumer and trade offline events in four markets including budget forecasting, promotional strategy, on-premise client meetings, vendor negotiation and staffing
- Developed creative and compelling brand narratives for distribution via social media, blogs and PR
- Created and edited copy for client's websites, landing pages, press releases and marketing collateral
- Generated leads on potential clients and maintained relationships with external vendors

## Interests



Writing



Travel



Concerts



Hiking