

Ashanya Indralingam

Marketing | Content | Community

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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 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 and early stage startups.

Technical Skills

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

Experience

Full Stack Marketer

Independent Consultant

Dec 2015 - Present

- I primarily work with startup founders on brand strategy and customer acquisition programs that utilize all levels of the marketing stack.
- Advise on demand generation and user acquisition strategy as well as setting up marketing automation programs
 - Create content including ghostwriting executive bylines, social media copy, corporate blogs, press releases and video scripts
 - Direct design of collateral, webpage and branding elements
 - Source and manage team of subcontractors (designers, developers, paid acquisition experts) as needed
 - Build feedback loops as well as loyalty and retention programs through customer communities and product emails
 - Track, report and continuously A/B test programs to help achieve the client's revenue and growth goals

Sr. Marketing & Community Manager

Blue Shell Games (acquired by RockYou)

May 2015 - Dec 2015

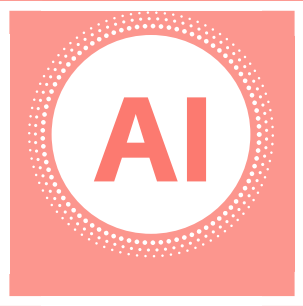
- Working closely with the founders, I developed a demand generation strategy that included testing and iterating on viral tactics, segmented customer campaigns and paid user acquisition.
- Managed \$150K yearly budget, RFP process and relationships with user acquisition vendors and creative agencies
 - 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
 - Crafted and executed on the company's first live operations program to boost daily revenue by an average of 40%
 - 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
 - Spearheaded company-wide process for collecting user feedback and proactively assessing player satisfaction levels
 - Worked with product team to design in-app flows and triggered push notification scheduling 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), LinkedIn and Youtube
- Crafted new brand tone, holistic social strategy and daily posting, boosting fanpage engagement through online community events
- 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 online and offline 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