



AAYUSHI JOHARI

SENIOR MARKETING MANAGER

Results-driven marketing manager with 7+ years of experience in product marketing, business development, and B2B-marketing. Skilled in developing and executing comprehensive marketing strategies, driving product launches, and leading cross-functional teams. Strong expertise in market research, brand positioning, & customer-centric marketing. Excellent communication and leadership abilities to effectively collaborate with stakeholders and drive organizational growth.

Experience

Nov 2022- Present
Invensis | Bengaluru

Sr. Marketing Manager (Product)

- Developed and executed strategic marketing plans for Invensis Technologies, and a growing SaaS platform- Edstellar.
- Conducted market research and competitive analysis to identify market trends, customer needs, and opportunities for growth.
- Launched and scaled new products. Driving go-to-market alignment, strategic business plans and growth roadmaps across sales, marketing, customer support.
- Led product positioning and messaging efforts to effectively differentiate our products in the market.
- Collaborated closely with cross-functional teams, including product development, sales, creative, SEO and content marketing to align efforts.
- Marketed products with relevant personas and business decision makers.
- Developed and managed the marketing budget, participated in multiple Tech and L&D conferences, ensuring efficient allocation of resources and maximizing return on investment.
- Developed detailed plans based on broad guidance and direction
- Created compelling marketing content, including sales kits, presentation, ROI analysis, whitepapers, brochures, qualification and messaging guides, to enhance sales effectiveness.

Mar 2022 - Jun 2022
BitClass | Bengaluru

Growth Marketing Manager

- Utilized app analytics tools to monitor user behavior, identify key metrics, and make data-driven optimizations to improve app performance.
- Implemented targeted campaigns across digital channels, including social media, email marketing, and paid advertising.
- Conducted A/B testing and conversion rate optimization (CRO) initiatives to enhance user experience.

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EDUCATION

B.E (CSE)

Chitkara University
2012 - 2016

EXPERTISE

Digital Marketing

Product marketing

Go-to-market (GTM) strategy

Search Engine Optimization (SEO)

Content Marketing

Product Management

Leadership

Team Management

Organic Marketing

Strategic Thinking

Analytical Skills

Presentation Skills

A/B Testing

Growth Marketing

Market Research

Project Management

Competitive Analysis

Leadership

Sales Enablement

Excel Skills

Branding

Python

Data Science

May 2021- Feb 2022

NetCom Learning

Product Marketing Manager

- I head marketing efforts for Cisco. Developed G2M strategies that reinforced product capabilities to current and potential customers/ persona.
- Partner programs- Work with key stakeholders, subject matter experts, and product team and sales team to drive revenue.
- Demand Generation, work with Product to optimize the onboarding flows to drive early engagement and activity
- Retargeting and ABM campaigns
- Social media initiatives, webinars, & paid advertisement (LinkedIn)
- Develop and execute comprehensive go-to-market strategies for new product launches and product updates.

Sep 2017 - Mar 2021

Edureka

Learning Experience Manager | Product Marketer

- Design & develop instructor-led structured content for Full stack internship courses and stay updated on new technologies (JavaScript, MongoDB, Express, Node, React, AWS, etc)
- Leading Cross-functional Marketing efforts b/w Design, Content, Webinar & Sales team
- Scaled up the project using Marketing Campaigns to 3x in a 6-month period

Dec 2017 - Aug 2018

Edureka

Team Lead | Content Marketing SEO

- Lead a team of 10+ Bloggers & YouTube artists
- Set clear goals and objectives, and empower team members to achieve their targets
- Oversee the planning, execution, and optimization of marketing campaigns across various channels, including digital, social media, email, and events
- Monitor campaign performance, identify areas for improvement, and implement data-driven strategies to drive results

Nov 2016 - Nov 2017

Edureka

Marketing research Analyst

- Created 70+ blog posts on Java, Python, Splunk, Data Science, Salesforce which contributed over 5 million views
- Created multiple technical videos for YouTube on various technologies
- Created capstone projects on Splunk, Python and full stack

Accomplishments

- Created content on technical topics (Python, Java, data science etc) and increased organic traffic on the website from **10k to 2.4 Million**
- Worked in YouTube, researched and led my content marketing team to grow from **36K subscribers to 2 Million**
- Awarded as Top Technical Writer on Quora with **1M** views
- Managed social media handles and increased Instagram followers from **66K to 100K** - BitClass