



# AAYUSHI JOHARI

## SENIOR MARKETING MANAGER

Results-driven marketing manager with 7+ years of experience in product marketing, business leadership, and B2B-marketing content. Skilled in developing and executing go-to-market plans, driving product launches, and leading cross-functional teams. Strong expertise in market research, brand positioning, & customer-centric marketing. Big picture thinker with a keen eye for overhauling and program operations.

## Experience

### Sr. Marketing Manager (Product)

Invensis Technologies

Nov 2022- Present

- Developed and executed strategic marketing plans for Invensis Technologies, and a growing SaaS platform- **Edstellar**
- Conducted market research and competitive analysis to understand the market landscape, help establish product differentiators, and create competitive battle cards
- Develop product positioning, value propositions, and messaging
- Acted as the 'voice-of-the-customer' internally, bringing insights into how customers use the product to solve their pain points, and helping articulate how to track the KPIs to measure the benefits
- Collaborated closely with cross-functional teams, including product development, sales, creative, SEO and content marketing to align efforts
- Created product collaterals and sales tools, including case studies, pitch decks, explainer videos, brochures, and help move prospects and customers through the sales cycle
- Stay updated on market trends, research reports and participated in Tech events, optimizing resource allocation for maximum ROI.
- Support the go-to-market plan with relevant product content creation and oversee the content across platforms

### Growth Marketing Manager

BitClass

Mar 2022 - Jun 2022

- Launched and scaled new products. Driving go-to-market strategies and product growth roadmaps
- Drive product retention and upsell/cross-sell strategies
- Execute data-driven growth strategies, leveraging analytical skills for enhanced user acquisition and retention
- Implemented targeted campaigns across digital channels, including social media, email marketing, and paid advertising

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## EDUCATION

### B.E (CSE)

Chitkara University

2012 - 2016

## SKILLS

Product Marketing

Marketing Analytics

Go-to-market Strategy

Customer Insights

Communication

SWOT Analysis

Leadership

Marketing Campaign

Organic Marketing

Strategic Thinking

Analytical Skills

Presentation Skills

A/B Testing

Growth Marketing

Market Research

Product Management

Competitive Analysis

Lead Generation

Sales Enablement

Excel Skills

Branding

Python

Data Science

Marketing Strategy

SaaS

Performance Management

Team management

Content Marketing

Time Management

## ● Product Marketing Manager

NetCom Learning

May 2021- Feb 2022

- I head marketing efforts for Cisco. Develop and execute comprehensive go-to-market strategies for new product launches and product updates
- Partner programs- Worked with key stakeholders, product team, subject matter experts, and sales team to drive revenue
- Create product collaterals, datasheets, pitch decks, and explainer videos to position critical differentiators for sales team
- Optimizing retargeting and ABM campaigns
- Social media initiatives, webinars, & paid advertisement (LinkedIn)
- Support the go-to-market plan with relevant product content creation and oversee the content across platforms

## ● Learning Experience Manager | Product Marketer

Edureka

Sep 2017 - Mar 2021

- Design & develop instructor-led structured content for Full stack internship courses and stay updated on new technologies (Python, JavaScript, SQL, Node, React, AWS etc.)
- Conduct product demos and presentations to potential customers, highlighting its value proposition
- Scaled up the project using Marketing Campaigns to 3X in a 6-month period. Conducted A/B testing to enhance user experience.
- Create user guides, FAQs, and other documentation to assist users in maximizing product value

## ● Team Lead | Content Marketing SEO

Edureka

Dec 2017 - Aug 2018

- Lead a team of 10+ Bloggers & YouTube artists
- Acted as a subject matter expert (SME) in getting the content reviewed, solving customer queries and creating industry relevant case studies
- Oversee the planning, execution, and optimization of marketing campaigns across various digital marketing channels
- Monitor campaign performance, identify areas for improvement, and implement data-driven strategies to drive results

## ● Marketing Research Analyst

Edureka

Nov 2016 - Nov 2017

- Created 70+ blog posts on Java, Python, Splunk, Data Science, Salesforce which contributed over 5 million views
- Created multiple technical videos for YouTube, tutorials for LinkedIn and Quora. Created capstone projects on Python and full stack. Interpreted data, created visualizations and made recommendations from findings

## Accomplishments

- Scaled new business units from scratch to **1Cr+** monthly revenue.
- Increased organic traffic on the website by creating content on technical topics (Python, Machine learning etc) from **10k to 2.4 Million**
- Worked in YouTube, researched and led my content marketing team to grow from **36K subscribers to 2 M**
- Awarded as Top Technical Writer on Quora with **1M** views
- Managed social media handles and increased Instagram followers from **66K to 100K**