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| Hemalashvini Ragoo  Content Strategist  36C Gardiner Street East Perth WA6004 · 0412276262  r.hemalashvini@gmail.com · www.linkedin.com/in/hema-ragoo |
| Digital marketing executive with over 5 years of experience looking to join a company where I can put my knowledge of B2B marketing towards helping a company achieve better brand awareness and increase their revenue. I would like to become a marketing manager in charge of a small team to enhance my marketing strategy skills and sharpen my management skills to be able to value add to an organization. |

# Experience

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| January 2023 – ONGOINGMArketing Manager, airscope  * Planning digital and physical marketing campaigns, including web, SEO/SEM, email, social media and display advertising * Brainstorm new and creative growth strategies * Plan, execute, and measure experiments and conversion tests * Establish new partnerships and networking opportunities for brand awareness * Collaborate with internal teams to create landing pages and optimise user experience * Revamp and update website to improve and maintain foot traffic * Reinforce in-house marketing processes * Utilise strong analytical ability to optimise acquisition opportunities   Achievements:   * Increased web traffic by 108% in the first quarter * Improved social followers by 48% * Established thought leadership: <https://www.airscope.com/blog>  January – June 2022Acquisition executive, viewqwest  * Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising * Measuring and reporting on the performance of all digital marketing campaigns * Identify trends and insights, and optimize spend and performance based on the insights * Brainstorm new and creative growth strategies * Plan, execute, and measure experiments and conversion tests * Collaborate with internal teams to create landing pages and optimize user experience * Utilize strong analytical ability to evaluate acquisition growth * Instrument conversion points and optimize user funnels * Collaborate with other vendor partners for Partner Programs   Achievements:   * Increased sales growth funnel by 20% via affiliate marketing with a mobile network operator in the 1st quarter |
| May – december 2021digital marketing executive, freelance  * Plan digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising. * Create social media presence for clients across all digital channels * Measure and report on the performance of all digital marketing campaigns * Identify trends and insights, and optimize spend and performance based on the insights * Brainstorm new and creative growth strategies * Plan, execute, and measure experiments and conversion tests * Collaborate with internal teams to create landing pages and optimize user experience • Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points * Instrument conversion points and optimize user funnels   Achievements:   * Created social media presence for a startup – [Beenish Kharal health and fitness coach](https://beenishkharal.com/) * Wrote articles to boost SEO for 99.co - [The Watergardens At Canberra Condo New Launch - in Admiralty / Woodlands | Prices, Reviews & Property | 99.co](https://www.99.co/singapore/condos-apartments/the-watergardens-at-canberra)  November 2019 – May 2021digital marketing executive, Dropbox  * Plan digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising * Create social media presence for clients across all digital channels * Measure and report on the performance of all digital marketing campaigns * Identify trends and insights, and optimize spend and performance based on the insights * Brainstorm new and creative growth strategies * Plan, execute, and measure experiments and conversion tests * Collaborate with internal teams to create landing pages and optimize user experience • Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points * Instrument conversion points and optimize user funnels * Design content marketing strategies and set short-term goals. * Online and offline marketing: hands-on experience with digital media, including SEM, display, social, email, and affiliate channels. * Experience working with a sales team in both Sales Enablement and Account-Based Approach. * Knowledge of Demand Generation tactics and Lead Conversion principles. * Understand A/B and multivariate testing, user segmentation, and reporting processes. * Ability to create value propositions that communicate clearly to targeted audiences. * Creates audience segments and develops marketing campaigns that deliver a targeted message and create affinity with brands. * Leverages on full value from marketing automation processes and tools.   Achievements:   * Achieved 2020 sales forecast of improving revenue via partnerships by $15,000 in a new industry by securing 3 new clients using inbound sales and marketing strategy. * Managed content strategy for APAC countries like Taiwan, Malaysia and Philippines.  May 2018 – May 2019digital marketing executive, fluidmojo  * Design content marketing strategies and set short-term goals. * Establish online presence via social media and website * Build B2B inbound sales strategies by building and qualifying leads * Create a funnel for a email marketing to build database   Achievements:   * [Published article on digital transformation](https://sg.news.yahoo.com/drive-smart-nation-security-industry-needs-raise-standards-055313774.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuYmluZy5jb20v&guce_referrer_sig=AQAAAJbF-M1eUXaCMX6XHHI2yL_yJ0RObceLTV7NvirFe__0oVlosqldzXpuJUC-d754gxXe-aSSe7paxX6FThnEFYKA8OD9e78lfe2Kq7DaEOxxQ9_iqVa7j1fj7J8JXYk-iqxiMZdZvCeIZzTaydlR1jCz_VfPXNc_o9hLqLdkudzG) * [Redesigned and rebuilt website](https://fluidmojo.com/)  June 2017 – May 2018Content/Marketing Strategist, Freelance  * Design content strategies and set short-term goals for start-ups. * Strategize and create content for social media, websites and articles. * Use content to funnel and build inbound marketing strategies.   Achievements:   * [Published articles for Danamic.org](https://www.bing.com/search?q=hemalashvini+ragoo+danamic&qs=n&form=QBRE&sp=-1&pq=&sc=0-0&sk=&cvid=89F6DBC4DBF248F2BC3E752BF3E0BA2A&ghsh=0&ghacc=0&ghpl=)  July 2016 – June 2017Instructional Designer, aviationlearn  * Develops and designs courses and curriculum * Edits and develops online learning materials * Creates learning experiences and environments * Designs learning activities, assignments, and assessments * Creates computer-based training (CBT) modules and storyboards * Develops instructor’s manuals, rubrics, and other teaching tools   Achievements:   * Achieved motthly KPIs: 3 courseware monthly * Conceptualized and converted textbook for pilots online (ATPL e-learning) |

# Education

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| 2022 - OngoingDiploma in programming (IT), Tafe north metropolitan Finishing Cert IV in IT (Programming) and learning OOP and programming languages such as Python, C# and SQL. |
| 2019 – 2020advanced diploma in marketing and entrepreneurship, ngee ann Polytechnic Specialized in marketing and was selected by FluidMojo to be attached with their start-up for a year. 2016 – 2019diploma in creative writing for tv and new media, Singapore Polytechnic Specialized in Filmmaking with a GPA of 3.5. |

# Skills

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| * Microsoft Office * Content Strategy * Email Marketing * Affiliate Marketing * Content Writing * Google Ads | * OOP Programming (Python and C#) * Adobe Photoshop * Adobe Premiere Pro * Adobe InDesign * Social Media Marketing |

# Languages

* English – Native
* Tamil – Native
* Malay – Professional

# activities

* I am a car enthusiast and regularly participate in car meets and shows.
* I am a movie buff and a Marvel fan.
* I am a professional English and Sciences private tutor.
* I bake and have my own home-based company, Chubby Factory.