

# Aastha Gautam

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## PROFILE

A results-driven professional with a proven track record in building, optimizing, and scaling go-to-market operations and programs. Skilled in multi-channel program management, workflow automation, and data-driven analysis. With hands-on experience as a Co-founder, I am comfortable with owning the full marketing operations mix, from systems implementation to process standardization, to generate real commercial outcomes. I thrive on leveraging data and technology to improve efficiency, accelerate pipelines, and enable cross-functional teams.

## PROFESSIONAL EXPERIENCE

**Co-founder/Strategy & Ops Lead** Bloomlyne Techno Management, MP | Nov 2022 – September 2024

- **Designed and optimized** the operational workflows for a multi-channel go-to-market program, deploying campaigns across key digital platforms and resulting in a 25% increase in online engagement and a 30% growth in client follower base.
- **Facilitated** cross-functional collaboration with the sales team to build standardized sales enablement assets and deploy outbound campaigns, successfully accelerating the B2B sales funnel and generating qualified leads.
- **Owned** the management and optimization of our HubSpot platform, establishing standardized data reporting dashboards to track funnel performance and segment audiences, ultimately improving campaign ROI by 20%.
- **Coordinated** with stakeholders and managed project workflows to ensure the timely delivery of creative assets and the seamless organization of client-facing events, which enhanced client satisfaction and retention.

**Operations Intern, Leap Finance, Bangalore** | May 2021 – June 2021

- **Acted** as the data steward for market outreach databases, implementing standardized data management processes to contribute to a 10% increase in lead generation.
- **Produced** data reports to track and analyze campaign performance, enabling data-driven strategy adjustments that boosted conversions by 10%.

## EDUCATION

**MSc Management (2.1)**

UCD Smurfit Graduate Business School, Dublin, Ireland

September 2024 – August 2025

- Key Modules: Economics & market, corporate finance, Accounting, Marketing, Strategic Management
- Conducted DCF valuation of Kingspan identifying 15% upside potential through WACC optimization and market analysis, alongside comprehensive 5-year ratio analysis across key financial metrics

**BTech Mechanical Engineering (1.1, Ranked 3<sup>rd</sup> in class of 90)**

Jabalpur Engineering College, Jabalpur, India

August 2018 – August 2022

- Key Modules: Advance Machine Design, Thermodynamics, CAD, IC Engines, Systems Design

## AWARDS

- **Runner-up**, Deloitte Case Competition x ISCG, 2024
- **Semi-finalist**, EY Sustainability Challenge 2024
- Selected as **Top Fellow** at a highly prestigious cohort-based Product Management Fellowship (Nextleap), with a selection rate of less than 4%.

## LEADERSHIP AND VOLUNTEERING

**Volunteer: UCD Festival Crew, University College Dublin**

Jun 2025 – Jun 2025

- **Collaborated** with PhD and master's students to showcase Irish history and traditional weaving tools at UCD's Interactive Archaeology Division, creating interactive and memorable experiences for visitors.

**Volunteer: Grant Proposal Writer, Eagles Voice International, Nigerian NGO**

Aug 2023 – Oct 2023

- **Liaised** closely with NGO to develop and submit four grant proposals, securing funding from grant-giving institutions

**Vice President, Technical Society (JLUG), Jabalpur Engineering College, Jabalpur**

Apr 2021 – May 2022

- **Directed** a 40-member council to secure EURO 2.5K from local sponsors for Cultural Fest; spearheaded sponsorship efforts and drafted email proposals for fund acquisition.

## SKILLS AND CERTIFICATIONS

**Operational & Program Management:** Process Optimization, Workflow Automation, Program Management, SOP Development, B2B Marketing, Sales Enablement.

**Tools & Platforms:** HubSpot, Salesforce, Monday.com, Trello, Asana, Google Drive, Microsoft Office Suite.

**Data & Analytics:** Performance Tracking, Funnel Analysis, A/B Testing, Campaign ROI Measurement, KPI Dashboarding, Data Stewardship.

**Content & Go-to-Market:** Multi-Channel Strategy, Content Creation, Social Media Strategy, Lead Generation.

**Certifications:** Bloomberg Market Concepts, Strategy Consulting Job Simulation (BCG), OCI AI Certified Foundations Associate, Google Ads Certified