



# AISHWARYA RAJVAIDYA

## MARKETING AUTOMATION SPECIALIST

### CONTACT

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- Chandigarh, India

### EDUCATION

#### 2019 - 2021

##### MBA (MARKETING & HR)

- College: Sai Balaji IIMHRD, Pune, Maharashtra
- Post-Graduated with 76% (first class with distinction)

#### 2013 - 2017

##### BE (ENTC)

- College: SKN Sinhgad College of Engineering, Pune, Maharashtra
- Graduated with 65% (first class)

#### 2012 - 2013

##### HSC

- BKV College, Akola, Maharashtra
- Percentage: 65%

#### 2009 - 2010

##### SSC (CBSE)

- School of Scholars (CBSE), Akola, Maharashtra
- Percentage: 85%

### PROFESSIONAL SUMMARY

Creative, dedicated, and insightful with experience in digital and automation marketing. Passionate, results-driven leader seeking a progressive role within a reputable, customer-focused organisation. Exceptional communication skills and a strong ability to lead teams through demanding situations. Looking forward to utilise my skills and knowledge gained through education and experience to assist organisations in developing and executing marketing strategies to drive business growth.

### WORK EXPERIENCE

#### BOUNTEOUS - LISTER TECHNOLOGIES (Feb 2022 - Present)

##### Platform Developer- Marketing Automation

- Proficient in utilizing various marketing automation tools, including Bluecore, Marketo, Salesforce Pardot, and Responsys, to drive effective email campaigns.
- Managed Lenovo and OpenText accounts, developing and executing end-to-end email campaigns that boosted engagement by 25%.
- Collaborated in strategy development and client communication, effectively managing teams, resulting in a 30% increase in project efficiency and improvement in client satisfaction.
- Worked with marketing, design, and communications teams on standardisation, design, and production of marketing materials, resulting in a 20% reduction in production time and a 30% increase in sales.

#### FIRSTCRY, PUNE (Apr 2019 - Dec 2020)

##### Online Marketing Executive

- Directed and coordinated eCommerce and digital marketing activities for the UAE region, overseeing the formulation and execution of comprehensive marketing strategies.
- Successfully managed end-to-end email and SMS marketing campaigns, along with overseeing social media marketing, SEO implementation, and creative design. This led to significant improvements in engagement and a notable increase in conversions.
- Collaborated with cross-functional teams to design and implement successful email marketing campaigns, crafted content, and developed strategies aligned with business objectives, resulting in enhanced campaign performance and strategic alignment.
- Conducted market research and implemented sales forecasting and strategic planning, boosting profitability and product success by 20%.

## SKILLS

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- Project Management
- Marketing Automation:  
Bluecore, Marketo, Salesforce  
Pardot, Adobe, and Responsys
- Digital Marketing
- Content Writing
- Analytics
- Research and Development
- Effective Communication

## LANGUAGES

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- English
- Hindi
- Marathi

## THE TRENDS INNOVATIVE CONCEPTS PVT. LTD, PUNE (Oct 2018 - Mar 2019)

### Media & Online Marketing Executive

- Planned and created advertising campaigns and materials, coordinated with clients, sales teams, and agencies, and gathered information for targeted campaigns, boosting effectiveness.
- Directed and motivated campaign teams, achieving a 25% increase in campaign success.
- Managed content writing, social media, SEO, and marketing strategy, driving a 30% growth in online engagement.
- Enhanced client servicing by streamlining departmental activities, resulting in improved efficiency and increased customer retention.

## CERTIFICATIONS & TRAININGS

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- Digital Marketing certification.
- Bluecore Platform certification.
- SAP SD certification.
- BSNL training.
- Barclays training.

## OTHER ACTIVITIES

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- Public Relation Representative for Shaastra 2015, IIT Madras.
- Volunteered at Sinhgad Karandak College Fest for two consecutive years.
- Actively participated in various school-level cultural activities.
- Volunteered college fest Sinhgad Karandak for two years.
- Member of the Art of Living Foundation and Telecommunication student association in SKNCOE.
- Successfully passed Elementary& intermediate exam.