

Aahana Aiyaer

Product Marketing| GTM Architect | Content Marketing maven| Growth Marketer

Email: aahanaa21@gmail.com

Mobile: 7030924277| Pune, Maharashtra.

Seasoned Marketing and Growth focused Leader in digital marketing, branding, content, communication, and analytics with over 11 years of experience in delivering successful campaigns and product launches (NPD Roadmap) for B2B, B2C, and B2B2C customer segments across different industries like Fintech, pharma intelligence, publishing, edtech, and business consulting in EMEA, the SEA region, and India.

Spearheaded marketing activities globally across social media campaign, events, & multi-channel engagement to boost leads and business revenue by connecting opportunities for growth with data and research-based intelligence aligned with strategic marketing initiatives.

Highly accomplished result-oriented professional in delivering business objectives by orchestrating ATL/ BTL activities aligned with customer propensity and intent data enhancing brand advocacy, sign-up, CX & CLV.

Skills & Tools:

- CSPO Certified
- Communication
- Market Research-Competitive Analysis
- CMS & SEO
- SS & DSP Ad Platforms -Google, Meta, LinkedIn
- **Salesforce-** CRM, CDP Automation
- **Customer Marketing:** HubSpot, HotJar, Mixpanel
- **Analytics:** GA4, MoEngage, CleverTap
- Campaigns and events
- **Social Media:** Sprout Social
- **Project Management:** Jira Asana & Azure
- **Visualization:** Salesforce Lightning, Power BI, Tableau



Work History

Sept 2023-
Present

Lead, Acquisition and Activations, Bajaj Finance
Team: 8 | Quarterly budget: 10 Cr

- **Spearheaded GTM marketing plans** for Personal Loan products- "*Insta Personal Loan*" & "*SME Insta PL*" (NTB/ETB TG), driving INR 2500M disbursement through enhanced traffic and lead generation strategy through content and channel strategy. Conducted in-depth market research, customer & competitor analysis competition tracker for TAM & SAM mapping to enrich communication, remarketing and CX programs.
- Mapped the **TAM & SAM** and built the **waterfall model** with data science & product team to streamline resource, budget, and multichannel marketing plans in line with P&L.
- Leveraged product positioning, VP, messaging & placement across **18 touchpoints & affiliate platform integration** with the product, app & engineering teams in PRD (Product Roadmap Development) & assisted in building user stories.
- Defined the product USP by understanding VoC & mapped the journey stages to **build prototypes to validate product vision** with **UX working on high-fidelity design on Figma**.
- **Handled a team of 4 for curating** micro-targeted rich content & copywriting (blogs, posts, product FAB, ADPs, video scripts) for 10+ buyer personas with AI & headless CMS hosting as per SEO & brand guidelines
- **Strategizing and rolling out organic posts & paid media** plans (social media platforms, Google Ads (Search, Display and DV 360), Meta Ads & influencer affiliates for increased leads, LP views and conversions
- Prompted channel marketing automation via CRM calendar, email, programmatic ads- DCO campaigns, journey builders for category and product landing pages on the app, web, and marketplace to improve funnel performance
- **Orchestrated 360-degree multi-channel marketing** (direct and remarketing) campaigns exceeding revenue targets by 25% by optimizing conversion tailored for **12+ customer segments** mapped with channel affinity & propensity to automate journey built-in triggers in CDP & CleverTap to engage with email, In-App, Push, and SMS/RCS communication.
- Uplifted **cross-sell income by 24 % MoM** with personalized product recommendation mapped as per customer personas
- **Utilized data-driven insights** to refine strategies with Appsflyer and CT data, **reducing CAC by 25%** and improving funnel efficiencies by 12%.

Jun 2022 to
Aug 2023

Lead- Manager social media & community, Global University Systems

Team: 5 | Quarterly budget: GBP 225,000

- Worked with the established **UK Edtech brand FutureLearn** & university partners to **successfully launch 4 products and programs for FutureLearn's rebranded web/ app**, achieving 200K MAU through an effective GTM strategy with multi-channel communications.
- **Managed digital and non-digital marketing activation** programs for product launch. Redesigned Landing and product pages for amplifying scrolls depth and session time resulting in a 23% increase in customer engagement and retention, post re-branding.
- **Forged a network of over 100 global experts, influencers, and partners** to execute social media campaigns, events and webinars for Edtech partners across 10 countries in SEA, India, Africa, the Middle East, and Europe. Increased our **social media followers by 30% and 47% on both accounts**, respectively.
- Executed end-to-end marketing campaigns on LinkedIn, YouTube, Instagram, Reddit and In-App Community forums to **boost the DAU by 110% in less than a year**.
- **Ideated with the product, design, and SE team to build UX features for our B2B Enterprise clients** like *learning playlist, Community Chatbot, webinar & podcast calendar, Group Leaderboard for each module, & for D2C user groups with category bonus & referral-reward matrix*.
- **Harnessing the 'creator-first' ethos for UGC, established a global creator fund of GBP 400,000 for UGC-based content**, fostering a network of 100+ experts and influencers - aimed to identify, onboard, and nurture content partners for social media, webinars and podcasts.
- **Increased social media followers by 37%** with effective campaigns and partnerships. Actively engaged in ORM & social listening to help address customer queries
- **Consolidated an SEO enriched editorial program** including social media, email, and partnership marketing. Entrusted with production and publishing the content calendar for social media posts, multimedia libraries, web pages, collateral curation, blogs, emails, brochures, announcements, videos, quizzes, and events. This involved overseeing a team consisting of **5 content writers and freelancers, 2 designers, and 2 agency partners**.
- **Achieved a 35% and 28% increase in view counts** over the last two quarters on our video assets. Expanded the **on-social lead generation** across various traffic sources.
- Utilized **GA4, Clarity and Content square** for recording CAC, CRO, tracking, reporting, and QBR presentations. Notable achievements include **cultivating an engaged community** to enhance product awareness, resulting in a **25% increase in referrals and engagement metrics by building referral incentivization programs**

Oct 2021
to Jun 2022

Senior Programme Manager, Informa, APAC region

Team: 4 | Quarterly budget: INR 80 L

- **Implemented account-based marketing campaigns** (conceptualization, execution and experiential engagements) tailored for target groups in collaboration with CPhI - Convention on Pharmaceutical Ingredients for UK's largest Pharma Intelligence platform.
- **Authored annual research reports**, managed LinkedIn ads, PR, and media outreach for branding, marketing, and publishing rights for top pharma companies and regulatory authorities.
- **Reviewed and curated editorial content** including email newsletters, interviews, articles, and research whitepapers for our Pharma Intelligence tools such as *Citeline, Scrip and Pink Sheet*.
- Effected increase ARPA (Average Revenue Per Account) **by 20% by fine tuning ABM strategies through cross-sell through customer channel profiling**
- Collaborated with thought leaders, influencers, and regulatory authorities for **content production for events, blogs, videos, articles, whitepapers, infographics & journal announcements, and product launches by integrating SEO best practices**.
- Achievements: Successfully executed product launches, trainings and strategic webinars for *Veeva Systems, Agilent Technologies, Thermo Fisher Scientific, and Cytel*.

Dec 2016 to
Aug 2021

Head, Community Engagements & Content Initiatives, GulfLearning (now Great learning MEA & APAC region)

Team: 6 | Quarterly budget: AED 350K

- **Led integrated marketing strategy** for Oil & Gas, Manufacturing and MRO clients in MEA and APAC for increasing conversions by 35% (by employing our bilingual newsletters and digital campaigns with government initiatives). Conducted A/B testing and multivariate testing for email campaigns following GDPR guidelines increasing CTR from 12% to 17%.
- Unified all facets of product marketing through effective positioning and differentiation in the market through cross-functional collaboration with product, sales & BU to align on PMF (Product-Market-Fit), key market problems, Go-To-Market strategy, and plan launches of new features and products.
- **Liaised with Product and engineering team to strategize & refine ATL/ BTL activities aligned with GTM stages-** pre-launch activities (CUG & UAT), launch and end-of-lifecycle UX feature enhancements and release promotion

- **Collaborated with the product team** to develop enhancements, features, and premium plug-ins to improve CX and their launch communication and release user playbooks.
- **Improved MQL to conversion by 40%** by closely associating with field sales team by building sales enablement collaterals and industry- specific use cases in Enterprise and MM B2B customer segments
- **Constructed** playbooks, best practices, & solution briefs for portfolio nurturing with sales enablement and customer success team **leading to a 30% increase in CSAT & renewals** through the articulation of ease of integration, and benefits with customer testimonials.
- **Supplemented** the L&D teams of our clients with reports, leadership boards and Program brochures to be published on their intranet & internal comm channels for community activation
- Led a successful go-to-market initiative in Qatar with HEC Paris & Texas A&M University for their leadership programs with effective acquisition and advocacy campaigns, with gamification of modules & badges to uplift above **USD 650K MR** for 2 quarters **yielding an 18% lift in conversion rates**.
- **Responsible for introducing an accelerated leadership programs** & MRO scoreboard for community management with events, gamification of modules & badges.
- **Directed and produced short intro videos** and feature guides to enhance UX and engagement.
- **Directed and produced bilingual short intro videos and feature guides**, accelerated and scaled leadership program, and Digital Transformation CEP partner programs.

Dec 2013 to
Dec 2016

Senior Manager- Content & Conference Production - APAC Fleming

Team: 4 | Quarterly budget: INR 1 Cr

- **Conducted research and assessed feasibility** of 70+ events, webinars and sponsorship partner meets for key government and MNCs in MENA region. Engaged with government officials and industry leaders to facilitate the empanelment of tech suppliers through events and demos
- **Developed content strategies** with blogs, organic posts, LinkedIn PPC campaigns, newsletters and analyst briefing for achieving 125% of marketing goals, collaborating with KOLs on collaterals and interviews with Top PR agencies in Qatar, UAE and Saudi Arabia.
- **Finalized brand guidelines** and ensured high DCT for creative and copywriting with A/B testing across channels.
- Contributed to **world-class copywriting** for Dubai government press releases, report authoring while conducting proofreading and plagiarism checks.

May 2013 to
Dec 2013

Business and Pre-Sales Consultant Zensar Technologies

Jun 2012 to
May 2013

Business Development Executive MarketsandMarkets

Education

2011
2009

Masters in Business Administration – Pune University
Bachelor of Science – Biotechnology - RTM Nagpur University

Accomplishments

- Received **Kudos for BFL AOP** Presentation in Jan 2024
 - Selected for **Career-FastTrack** in Global University Systems- Global Marketing Team in Dec 2023
 - **Earned Bravo recognition** for Top performance Team to **cross 1 Million milestone** in MENA Region for 2019 & 2020
 - **Most Promising Newcomer** - 2014 Award for excellence in project delivery.
 - Elected Training Captain for 20 new recruits in Customer excellence and communication champion modules
 - **Awarded Green Belt Six Sigma**
-