



# Ashish Suyal

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## About Me

Results-driven marketing professional with 7+ years of experience in strategic marketing, campaign optimization, data analysis, and event management. Proven track record in developing and executing impactful marketing strategies, leveraging market insights, and driving revenue growth. Adept at nurturing high-performing teams and fostering a culture of continuous learning.

## Achievements

- Received recognition as an Emerging Leader for exceptional marketing performance (2022)
- Acknowledged as the Star Performer for consistently exceeding goals and targets (2023, 2022, 2021)
- Achieved MQL (Marketing Qualified Leads) goal, driving revenue generation of approximately \$0.5million (2022), and \$1 million (2023)

## Core Competencies

- Marketing Strategy & Planning
- Campaign Management & Optimization
- Data Analysis & Insights
- Event/Webinar Planning & Execution
- Partner Marketing Programs
- SEO & Website Optimization
- Cross-functional Collaboration
- Team Leadership & Development

## Professional Experience

### Grazitti Interactive

2017 – Present

#### Lead- Marketing

#### Core Marketing

- **Strategic Marketing Planning:** Developed, implemented, and managed marketing strategies that align with our business goals, focusing on market penetration and customer acquisition in the B2B space
- **Event and Webinar Management:** Planned and executed our flagship virtual event community (re)Focus for the last 4 years and 360 degree approach of in-person events such as webinars, workshops, and industry conferences to generate leads and enhance brand authority.
- **Campaign Management:** Oversee all aspects of marketing campaigns, from conception to execution and analysis. Utilise CRM and marketing automation tools to streamline campaign processes and measure results.
- **Content Development:** Created compelling, insightful content tailored for a B2B audience, including white papers, case studies, blog posts, and industry reports that position our company as a thought leader
- **Market Research:** Conducted continuous market research to stay informed about industry trends and competitive dynamics. Use insights to adjust marketing strategies proactively.
- **Lead Generation:** Design and execute targeted marketing campaigns to generate high-quality leads. Develop a systematic lead nurturing strategy to move leads through the sales funnel.
- **Stakeholder Engagement:** Collaborate with sales, product teams, and external partners to align marketing initiatives with company objectives and customer needs

#### Digital Marketing

- Executed successful paid campaigns on LinkedIn for a new client account and a dormant account, achieving a **20% conversion rate** for product demo requests.
- Implemented and optimized keywords, meta tags, website crawling, and webpage analytics, which help in boosting the website's ranking from the fourth page to the second page of search results.
- Implemented Google AdWords and bidding strategies and ensured our website remained at the top of competitors' listings. This approach led to a **60% increase in website traffic** and provided valuable insights into the most effective keywords for our products and services.
- Leveraged digital channels such as LinkedIn, Twitter, and industry-specific forums to enhance brand visibility and engagement. Implemented effective SEO and SMO practices to increase organic search and social media presence.

# Pantel Communication

May 2014– November 2014

## Sales & Marketing Executive

- Successfully promoted and sold new products to existing customers through effective cross-selling techniques, resulting in increased revenue and customer satisfaction.
- Demonstrated strong interpersonal skills and a customer-centric approach in managing and nurturing relationships with customers, fostering trust and loyalty.
- Consistently met or exceeded sales targets by effectively identifying customer needs, presenting relevant product solutions, and delivering exceptional customer service, contributing to overall business growth.

## British Airways| Celebi Ground Handling

March 2013 – March 2014

### Customer Service Agent

- Managed flights to ensure on-time departures and arrivals, effectively coordinating with various departments and stakeholders to maintain operational efficiency and adherence to schedules.
- Demonstrated exceptional customer service skills in handling passenger inquiries, addressing concerns, and providing a positive travel experience, resulting in high customer satisfaction and loyalty.
- Oversaw on-ground operations, including coordinating with ground handling staff, managing aircraft turnaround times, and ensuring efficient handling of baggage, catering, and other operational aspects, contributing to smooth operations and timely departures.

## Tools & Technologies

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- **Marketing Automation:** Marketo
- **Event Management:** Airmeet, Zoom, Hopin, Bevy
- **Analytics:** Google Analytics, Microsoft Clarity, SpyFu
- **Design:** Canva, Adobe Creative Cloud
- **Productivity:** Microsoft Office Suite
- **Management Tool:** Zoho, Jira
- **Data Management:** Zoominfo, Seamless AI
- **AI Tool:** Chat GPT, Gemini, Claude
- **Video Tool:** Pictory
- **CRM:** Salesfoce, Zoho, Microsoft Dynamics

## Education Background

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- Gian Jyoti Institute of Technology and Management  
MBA, Marketing and HR  
Completed in 2017
- Mahatma Gandhi Universtiry  
BBA in Aviation  
Completed in 2012

## Certification

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- Google Analytics 4- Great Learning (2024)
- CMX MBA (2022)
- Google Digital Unlocked Certification (2020)
- HubSpot Certifications: Inbound, Email Marketing, Digital Marketing (2020)