



LAVANYA C

Community Led Marketing

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WORK EXPERIENCE

FEB 20 - PRESENT

Community Lead

Testsigma

I advocate for quality assurance and actively contribute to the Testsigma community, fostering knowledge sharing, collaboration, and skill development among QA professionals.

- Implement a community growth strategy
- Analyze community engagement data and track key performance metrics
- Gather and prioritize feedback from the community to influence product improvements and enhancements
- Create original content, such as blog posts, tutorials, or videos, to share with the community and promote discussions
- Develop onboarding materials and training resources to help new community members get started and maximise engagement
- Set and uphold community guidelines for a respectful and safe environment
- Organize events offline and virtual meetups, workshops, hackathons
- Nurture influential relationships with key industry leaders, leading to increased brand awareness and valuable partnerships
- Manage and moderate discussions on the community forum, Discord server and social platforms
- Actively contribute to discussions in QA forums and groups
- Curate monthly newsletter exclusively for the community
- Execute marketing campaigns and strategically position products for successful launches, notably the launch open source version and the recent API feature
- Conduct monthly community calls, delivering updates on the community edition of Testsigma
- Facilitate panel discussions and host webinar guests on QA, open-source topics, and community support
- Plan and execute community initiatives such as the brand champions and rewards program to name some
- Utilize email marketing for planning and executing successful campaigns, including community initiatives like the Contributors program
- Launch the Testsigma Certifications Program to further enhance the platform's credentials
- Review and endorse prominent QA community initiatives, workshops, conferences, and events
- Verify collaterals for talks and events, including content development and presentation materials
- Outline a social media strategy consistently delivering engaging content to grow the follower base from 0 to an impressive 14k
- Serve as the primary point of contact for the community at Testsigma, offering prompt support for inquiries and concerns

MARCH 2018 - FEB 20

Product & Growth Marketing - Manager

Testsigma

As the first marketer at Testsigma, I played a pivotal role in scaling the organization's objectives and growth strategies, including:

- Overseeing, managing, and strategizing approaches for product and growth marketing
- Implementing and managing successful demand generation strategies, resulting in a 50% increase in user acquisition within a year
- Leading and managing the SEO content and marketing team, steering progress through effective leadership and goal tracking
- Creating and executing targeted email campaigns to engage and retain customers, resulting in a 30% increase in user retention and a 20% decrease in churn rate
- Lead and oversee an accountable team responsible for organic inbound activities, including content marketing, SEO, product marketing, marketing operations, and community management. Establish goals and conduct routine activity reviews
- Conducting Competitor Research
- Authoring blogs, producing and reviewing ebooks, guides, whitepapers, surveys and listicles on relevant topics
- Managing documentation
- Conducting Keyword Research
- Executing content marketing strategies
- Repurposing content into various formats such as videos, infographics, and stories
- Performing content gap analysis and planning involving SEO, content structure, and audit
- Collaborating with the design and product team to develop website content, landing page content, banners, and CTA placements
- Creating case studies and testimonials
- Conducting market research and in-depth analysis to identify strategic opportunities, resulting in targeted campaigns that significantly increased user engagement and conversion rates
- Monitoring ongoing campaigns with a metric-driven approach to generate leads, increase retention rates, and reduce bounce rates
- Launching a series called 'Testsigma Talk' that exclusively discusses different features of the paid platform in each episode
- Authoring a 'Getting Started' series for customer onboarding
- Executing digital marketing campaigns across channels, including PPC, social media, display, and text campaigns across platforms
- Coordinating email marketing campaign plans
- Collaborating to set goals and reviewing routine activities
- Evaluating site audit reports and conducting health checks to track performance

FEB 2017 - MARCH 2018

Customer Success Manager

Testsigma, Bangalore

Worked closely with users, capturing valuable insights into their testing requirements and effectively communicated them to drive enhancements in Testsigma.

These interactions have helped me create and optimize the content marketing funnel.

- Achieved the milestone of closing Testsigma's first paid deal. As one of the early recruits at Testsigma, I worked in customer success management, assisting users with onboarding, delivering product demos, and optimizing their training
- Conducted product demos
- Designed onboarding screens to understand user requirements
- Outlining user personas
- Gain insights into the customer experience
- Monitor customer requests, communication and plan marketing collaterals
- Collect responses and testimonials
- Monitor support portal, chat
- Analyzed and interpreted user data and feedback to identify growth opportunities, leading to the development of new product features and increase in customer satisfaction
- Proactively reaching out regarding test failures

2016-02 - 2016-10

Technical Consultant

Sutherland for McAfee, Kochi

Diagnosing, troubleshooting
Analyzing data & customer journey
Solving customer issues, communicating business decisions

EDUCATION

2010 - 2014

B.Tech in CSE

College of Engineering Karungappallay, CUSAT University

SKILLS

ADVANCED ANALYTICS - GOOGLE
HUBSPOT DIGITAL MARKETING
HUBSPOT INBOUND MARKETING
AUTOMATION IN TESTING - TCI TECH
JAVA & ANDROID - CDAC