

Eric Alex

@ eric14alex@gmail.com | [🔗 Portfolio](#)

Skills

Core Skills

Funnel Analysis, Social Media Strategy, Retargeting Strategy, ROAS Optimization, A/B Testing, Campaign Management

Performance & Analytics

Google Analytics (GA4), Meta Ads Manager, CRM (HubSpot, Zoho CRM), Marketing Automation (Cunnekt), Product Analytics (Mixpanel, Appsflyer), A/B Testing, Reporting & Dashboards (Metabase)

Tools & Platforms

HubSpot, Zoho CRM, Mailchimp, Cunnekt, Canva, Figma, Notion, SEMrush

Soft Skills

Copywriting, Visual Communication (Canva, Figma), Project Management (Notion, Trello), Funnel Thinking

Experience

Tailwebs Technology Pvt. Ltd.

Business Development Executive

[🔗 Website](#)

Jun. 2024 - Present

Bangalore

Tailwebs Technology Pvt. Ltd. is a Bengaluru-based software development firm known for creating innovative web and mobile applications tailored to various sectors.

- **Tailwebs Technology**

- Executed paid and organic outreach for agency clients via LinkedIn and email; optimized campaign cadence through A/B testing and CTR analysis.
- Built CRM workflows and audience segmentation using Zoho CRM and HubSpot; automated nurture flows via Cunnekt.
- Analyzed campaign performance and funnel metrics to refine targeting

- **ShopAR (Internal SAAS Product)**

- Drove end-to-end go-to-market activities including email marketing, content distribution, and audience segmentation.
- Developed brand messaging, landing pages, and email sequences.
- Tracked product usage and campaign data using Mixpanel, GA4, and Metabase to inform content, retention, and conversion strategy.
- Created sales enablement material and ran structured feedback loops to iterate on messaging based on demo objections.

Projects

Where In India

September 2024 - Present

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- **Full-Stack Development:** Developed a high-performance, map-centric travel directory using **Astro**, integrating Google Maps to streamline navigation and eliminate user friction.
- **Content Strategy:** Crowdsourced authentic local recommendations via targeted Reddit outreach, building a verified community database to differentiate from AI-generated content.
- **Growth & Metrics:** Achieved **900+ active users, 50% engagement and 20+ Positive Reviews** in 28 days by optimizing organic search channels using Ahrefs and Google Search Console.

The Prompt Lib

July 2024 - Present

[🔗 Visit Now!](#)

- **Outreach Strategy (Ads & Social):** Spearheaded a multi-channel Go-to-Market strategy leveraging targeted social media campaigns and digital advertising to drive qualified traffic to the beta launch.
- **Growth & Results:** Validated product-market fit by acquiring **~45 active agency users** via closed beta, demonstrating high retention rates and strong willingness-to-pay signals from the target demographic.
- **Product Iteration & Feedback:** Established continuous user feedback loops to identify workflow friction.

Prints Loft

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- **Content-Led Strategy:** Pivoted to a "Content-First" acquisition model to build brand trust with cold audiences, prioritizing authentic storytelling over direct sales friction.
- **Performance Optimization:** Reduced mobile funnel drop-off by **~50%** (73% to 36%) by diagnosing site latency issues and deploying a lightweight, custom-coded landing page.
- **Ad Metrics:** Validated market demand with high-efficiency Meta campaigns, achieving a **>5% CTR** and **₹0.94 CPC** through rigorous creative testing.

Travel India Now

July 2022 - Present

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- **Organic Scale:** Bootstrapped a viral community generating **9M+ impressions** and **363K+ engagements** via trend analysis and SEO-optimized content.
- **Ecosystem Integration:** Engineered a self-sustaining organic funnel redirecting high-intent traffic to Where In India and Prints Loft
- **Strategic Pivot:** Analyzed engagement data to pivot toward domestic content, resulting in higher relevance and sustained community growth.

Education

St. Joseph's College of Commerce

April 2021 - April 2024

Bachelor of Business Administration

Profiles

 Eric Alex

 ericc.jpg

 eric14alex

Awards

Animun, National Short Film Festival

Placed 2nd

Finatex '23, Finance, Analytics and Management Fest

Placed 2nd

Festing Season, Business Fest

Placed 3rd

o Graphic Design, Swayam Cultural Fest

Placed 1st

Interests

Creative

Filmmaking, Photography, Graphic Design

Sports

Football, Billiards

Entertainment and Games

Formula 1, Gaming - ACC

Outdoors and Others

Travelling, Trekking, Exploring New Things