Aswin Kumar

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Highlights

Attitude	"Maintains an analytical approach in order to continuously **learn and share knowledge** with various stakeholders"
Digital Analytics	Proficient with **setup and reporting** on website analytics in addition to using it for **optimization** and other digital **campaigns**
Data Management	Experienced **managing data** using CRMs such as Salesforce and office software such as Microsoft Office or Google Drive
Project Management	Intermediate knowledge of web programming languages along with experience **managing technical resources** for web development
Software	Adept at using CrazyEgg, Optimizely, Photoshop, Wordpress and **SaaS tools for automation, email marketing and retargeting**

Marketing Experience

Optimization Coordinator I *WiderFunnel - Optimization Agency*   **November 2015 - Present**

- Trained in full-cycle optimization process to derive marketing insight and increase conversions based on business objectives
- Assisted in gathering information, planning and creation of strategy for clients using the LIFT Model to analyze their online strategy
- Managed the development process on each project by coordinating with teams made up of designers, developers and analysts
- Led relationships with clients from many industries including as enterprise technology, SaaS, retail and ecommerce
- Additional experience in persuasion psychology, user experience and usage of new technologies to improve digital strategy

Marketing Manager I *CodeCore Bootcamp - Developer School*   **November 2013 – May 2014**

- Created digital marketing initiatives for social accounts, analytics dashboard and copywriting for CodeCore's website/blog
- Automated data gathering from website on prospective students and hiring companies into internal CRM (Salesforce)
- Managed relationships with client companies including software companies, marketing agencies and web development studios
- Organized community events to create narrative of CodeCore as a hub for technology events, education and community

Community Manager I *OMG Social Media Conference*   **May – October 2013**

- 350% increase in social following in a space of 3 months through working with team to execute PR, social and outreach plans culminating in a sold out conference
- Created social strategy to craft brand profile on various social mediums targeted at key stakeholders
- Wrote copy for various social campaigns and worked with a designer to execute the social media strategy

Community Intern I *Influx Interactive – Digital Marketing Agency*   **July – September 2012**

- Increased customer engagement for various national clients through managing social media calendar and content
- 100% increase in user reach within 1st week of managing client INOX leisure limited. Managed up to 5 clients at once efficiently
- Worked with designer and strategist to execute social strategy through creation of resources in a timely manner

Other Experience

Account Executive (Inside Sales) I *Strutta.com – Social SaaS*   **May – October 2013**

- Advised new clients on social engagement and maximizing ROI based on analysis of their requirements for social promotions
- Built a list of accounts by managing relationships and application of sales process to convert inbound leads to recurring clients
- Achieved a cumulative 135% of target during tenure as part of inside team that consistently exceeded revenue targets

Education

Simon Fraser University, Burnaby, BC, Canada   **Graduated June 2013**

- Bachelors of Business Administration: Marketing
  - Specialization courses included Data Analysis, Market Research, Marketing Strategy and Consumer Psychology
- Extended Minor: Economics

Google Analytics Individual Certification, Google Partners   **Certified December 2015**

- Qualified Google Analytics Professional
- Able to analyze and interpret website data for business decisions

Optimizely Platform Certification, Optimizely   **Started March 2016**

- Qualifying as an A/B Testing Professional
- Well versed in using Optimizely strategically as a tool for A/B testing