

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