

Kavya Narayanaswamy Saikarnan

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EDUCATION & QUALIFICATIONS

Warwick Business School, **MSc International Business**

September 2021 – May 2023

Modules included: Digital Marketing Technology and Management, Quantitative Methods for Business, Customer Analytics, Marketing in an International Environment, Strategy Analysis and Practice,

Prize: Secured first place for Finance in the Business in Practice Simulation

Christ University, **Bachelor of Business Administration**

June 2017 – June 2020

Modules included: Neuro Marketing, Digital Marketing, Integrated Marketing Communication, Brand Management

Dissertation title: The Impact of Retail Websites on Shopping Cart Abandonment

WORK EXPERIENCE

Solis HR Solutions, Remote, **Freelance (Social Media Strategist)**

May 2024 – Present

- Crafted detailed audience personas based on demographic, psychographic, and behavioural data to refine brand messaging and engagement tactics
- Formulated comprehensive brand guidelines encompassing visual identity, tone of voice, colours, fonts, mood boards, and more
- Designed compelling visual content using Canva and Adobe Creative Suite for social media platforms such as LinkedIn and Instagram
- Carried comprehensive research and developed in-depth industry reports that positioned the company as an industry expert, resulting in a 13% increase in inbound inquiries

Braemac, United Kingdom, **Full-time (Inside Business Development Representative)**

March 2024 – May 2024

- Collaborated closely with the Managing Director and cross-functional teams to develop effective sales strategies
- Identified senior executives through in-depth research and initiated conversations to effectively discuss the company's capability to align with their technology needs
- Generated and qualified leads to pass on to field-based account managers, contributing to the overall sales pipeline
- Followed up with clients post-meeting to address any concerns and gather feedback, leading to improved customer satisfaction

Deliveroo, United Kingdom, **Full-time (Sales Development Representative)**

July 2023 – November 2023

- Demonstrated a passion for understanding clients' evolving needs, personalised the communication and cultivated effective negotiation tactics, improving sales conversion rates by 20%
- Surpassed monthly conversion targets by successfully transforming an average of 15 opportunities into closed deals
- Optimized lead management processes by leveraging Salesforce to meticulously maintain and update a database of 300+ leads, resulting in a 25% improvement in data accuracy and completeness

The Lifedu, India, **Internship (Creative Content Writer)**

July 2021 – September 2021

- Developed compelling and engaging social media content (Instagram, LinkedIn) and website content, in close collaboration with the CEO and CDO
- Devised campaign ideas and strategies for the company to engage a targeted audience including, but not limited to, 12 –20-year-olds, most vulnerable to mental health issues, increasing the number of followers on LinkedIn by 7%
- Co-ordinated and strategized effectively with the team on upcoming marketing projects

Great Indian Ocean Links Shipping, India, Full-time (Marketing Executive) August 2020 – July 2021

- Contributed to the creation of marketing materials, including brochures and presentations, to effectively convey the company's services to clients
- Conducted market research to identify and target clients that had a substantial need for our products, resulting in a 30% increase in the conversion rate of leads into clients
- Achieved KPIs by consistently meeting sales targets, fostering customer loyalty, and effectively communicating the product value proposition
- Coordinated trade shows and client events, enhancing brand visibility and generating new business leads

Solis HR Solutions, India, Part-time (Content Producer) April 2018 – August 2020

- Created and edited engaging blog posts, articles, and social media updates, maintaining brand consistency
- Carried comprehensive research to facilitate content creation and brand strategy
- Monitored and analysed content performance using Google Analytics and social media insights to refine and improve future content
- Coordinated with cross-functional teams to align content strategies with business goals, enhancing overall marketing effectiveness

LEADERSHIP AND EXTRA-CURRICULAR EXPERIENCE

Student Ambassador – University of Warwick November 2021

- Actively endorsed PG Community Engagement Events through social media outreach and word of mouth

Organizing Committee - Christ University September 2018

- Managed a cross-functional team, inculcating 50+ members over the course of 1.5 months, for two consecutive years in various capacities and roles, to idealize and organize the university management fests

SKILLS & INTERESTS

- **Certifications:** Lululemon Omnichannel Marketing Virtual Experience, Getting Started in User Experience, Create a Brand Strategy
- **IT:** Salesforce, R-Studio (Beginner), Google Analytics (Beginner), Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Sheets, Canva