

SWATHI RUCHIRA MAAKAM

470 929 6524 | Malden, MA | swathiruchiram@gmail.com | [linkedin.com/in/swathi-ruchira](https://www.linkedin.com/in/swathi-ruchira) | [Portfolio](#)

EDUCATION

Master in Digital Media and Communications,"(STEM)", Northeastern University, Boston, MA
Bachelor of Technology, Jawaharlal Nehru Institute of Technology, India

July 2024
Aug 2019

EXPERIENCE

Marketing, Branding and Communications Coordinator | Harvard University | Boston, MA

Oct 2024 – Present

- Led inclusive marketing efforts for career fairs, integrating email, social media & campaigns to increase participation by 35%
- Managed and mentored two student assistants, delegating tasks and ensuring timely deliverables, resulting in a 15% yield improvement
- Created compelling social media content, significantly enhancing brand visibility and boosting audience interaction by 40%
- Collaborated with sectors to align marketing initiatives and contributed to a website review project, improving user experience by 25%
- Conducted analysis of marketing campaign routine and making data-driven references that resulted in a 30% increase in engagement
- Organized virtual events & webinars, achieving a 50% increase in attendee numbers and enhancing participant approval by 20%
- Developed, distributed, and continuously tracked the performance of newsletters on UConnect, enhancing engagement through data-driven strategies and increasing click-through rates by 20% through refined copywriting techniques

Marketing Coordinator | Northeastern University | Boston, MA

Oct 2022 – July 2024

- Collaborated with creative teams to produce high-quality visual and written content, boosting brand visibility & 35% engagement
- Developed and implemented targeted content marketing strategies, resulting in a 30% increase in lead generation
- Led PPC campaign creation and management, reducing cost per click (CPC) by 20% and increasing conversion rates by 15%
- Strategized and executed targeted email marketing campaigns and regular newsletter distributions using Mail chimp, achieving a 5% improvement in open rates and driving higher audience engagement
- Managed comprehensive SEO activities and social media marketing for LinkedIn, Instagram, Twitter, and YouTube, resulting in a 40% increase in organic traffic and a 25% growth in follower engagement
- Drove a 10% surge in audience reach through strategic cross-functional collaboration, leveraging tools such as Google Analytics, Tag Manager, and Microsoft Clarity to optimize website and social media performance based on detailed data analysis

Associate Content Creator | Deep Red Ink | India

Feb 2021 – March 2022

- Authored compelling copy for print and digital campaigns, including Google Ads, email, and social media campaigns, leveraging market research and analysis to achieve a 15% increase in ad conversions for national and international brands
- Contributed to the UNICEF-India AIDS awareness campaign (2021) in Andhra Pradesh, aiding APSACS in winning the National Award
- Managed PPC campaigns, achieving a 30% increase in click-through rates (CTR) and a 20% reduction in cost per acquisition (CPA)
- Generated engaging, brand-aligned social media content and optimized websites on WordPress and Shopify using digital storytelling, resulting in a 25% increase in overall engagement and enhanced user experience
- Executed email marketing campaigns through Hub Spot and Mail chimp, and managed paid social media campaigns on Instagram and YouTube, applying creative design thinking and analytics to drive increased website traffic and successful lead generation
- Authored compelling copy for print and digital campaigns, including Google Ads, email, and social media campaigns, leveraging market research and analysis to achieve a 15% increase in ad conversions for national and international brands

Brand and Content Strategist | Independent Consultant | India

Feb 2020 – March 2022

- Collaborated with clients to ensure strategic alliance, achieving a 15% increase in retention through execution of marketing strategies
- Implemented data-driven decision-making processes, resulting in a 20% improvement in campaign efficiency and effectiveness
- Analyzed market trends and landscape to inform and refine marketing strategies, contributing to a 10% growth in market share
- Directed client meetings to capture requirements and developed impactful branding and content strategies, including SEO, social media marketing, graphic design, and marketing automation for 11 brands, resulting in an 18% increase in client ROI
- Managed paid media campaigns, including Facebook and other social media ads, and executed email marketing strategies to optimize campaign performance, enhance lead generation, and increase website traffic

Content Manager | MaveX | India

Feb 2020 – Jan 2021

- Conducted market analysis to identify growth prospects and drive strategic initiatives, leading to a 15% increase in market share
- Led the creation of content marketing strategies, achieving a 25% increase in meeting rates and driving higher conversion rates
- Developed CRM strategies integrating market research, social media & digital marketing, enhancing customer satisfaction by 20%
- Orchestrated cross-functional collaboration with product development and sales teams, implementing both B2B and B2C marketing strategies to align marketing efforts with business objectives and enhance visibility
- Spearheaded the launch of the startup's brand communications by employing Go-To-Market plans and advanced SEO tactics, establishing a robust market identity and achieving a 30% increase in market penetration

TECHNICAL SKILLS

Digital Marketing: SEO, SEM, Social Media Marketing, Content Strategy, Email Campaigns, Paid Advertising (Google Ads, Facebook Ads), Analytics Tools (Google Analytics, Semrush, Hubspot) | **Website Management:** WordPress, UConnect, Shopify, Webflow

Product Marketing: Market Research, Product Launch Strategies, Competitive Analysis, Pricing Strategy, Go-To-Market (GTM) Plans

Content Marketing: Content Creation, Blogging, Video Marketing, SEO Optimization, Content Management Systems (Wordpress)

Growth Marketing: Conversion Rate Optimization (CRO), A/B Testing, Growth Hacking, Retention Strategies, User Acquisition

Marketing Analytics: Data Interpretation, KPI Tracking, Marketing Automation (Marketo, Pardot), CRM Tools (Salesforce, Zoho), Reporting & Dashboards, Lead Generation | **Data Visualization:** Power BI, Tableau, Python, Excel

Strategic Planning: Brand Positioning, Consumer Behavior Analysis, Marketing Strategy Development, Campaign Management

Tools & Platforms: Google Analytics, Adobe Creative Suite, Hubspot, Mailchimp, Google Ads, Facebook Business Manager

Skills: Brand Development, Customer Engagement, Digital Advertising, Market Research, Strategic Partnerships