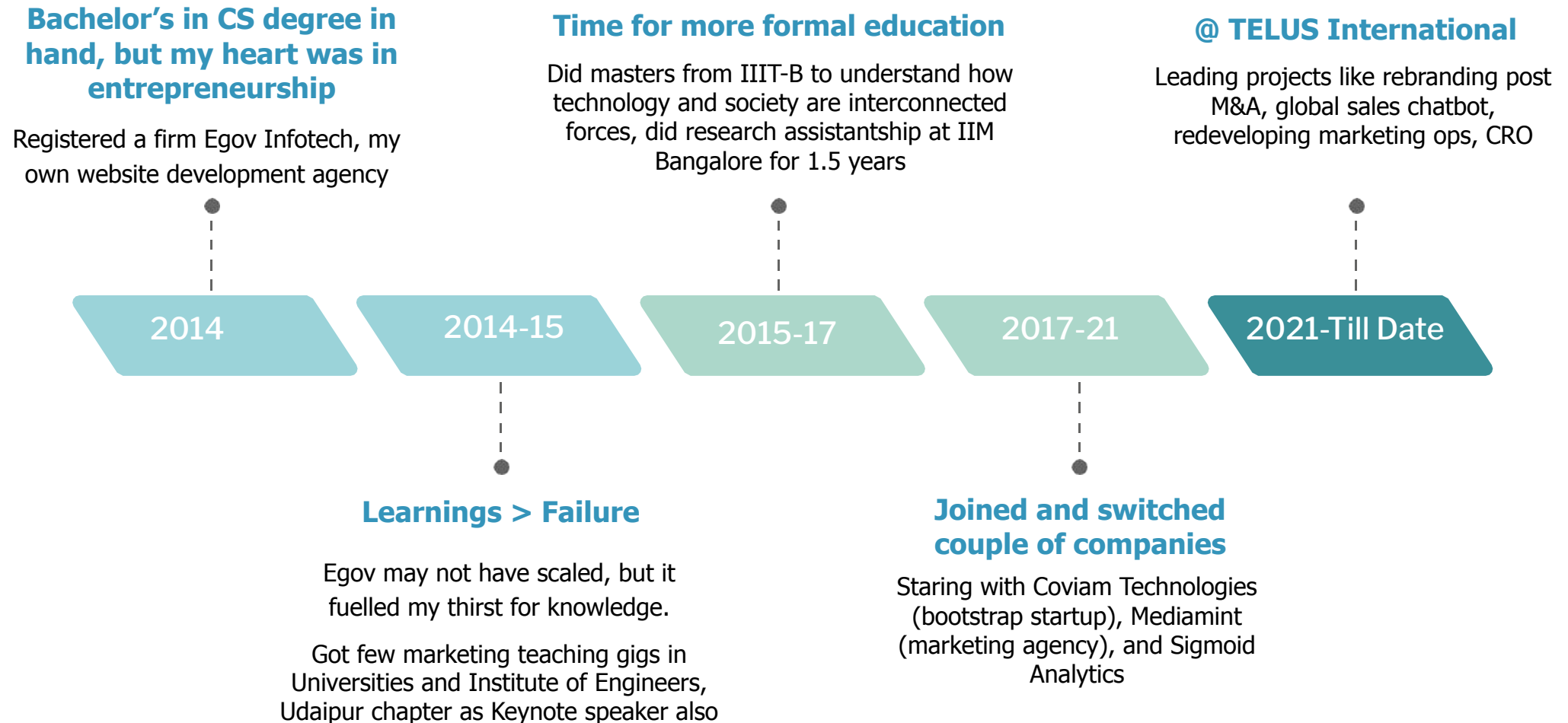# Hi There, *I'm Ashish*

They say every path shapes the person, and mine has been a journey of constant evolution. Growing up amidst the city of lakes, Udaipur, I developed an unyielding curiosity that naturally led me to the world of marketing. With 8+ years of experience in B2B SaaS, I've honed my skills in organic growth, SEO, lead generation, and campaign management.

From spearheading chatbot designs to executing multi-channel strategies, I thrive in connecting technology with user-centric solutions. The dynamic nature of this field keeps me excited - I relish wearing multiple hats and turning challenges into opportunities.

Today, I am driven by a passion for crafting impactful strategies that not only drive growth but also build meaningful connections in an ever-evolving digital landscape.

Welcome to a visual exploration of my professional journey.

I'm a growth leader with 8+ years of experience in B2B SaaS marketing

Key Highlights From My Journey Till Now

Bachelor's in CS degree in hand, but my heart was in entrepreneurship

Registered a firm Egov Infotech, my own website development agency

Time for more formal education

Did masters from IIIT-B to understand how technology and society are interconnected forces, did research assistantship at IIM Bangalore for 1.5 years

@ TELUS International

Leading projects like rebranding post M&A, global sales chatbot, redeveloping marketing ops, CRO

| 2014 | 2014-15 | 2015-17 | 2017-21 | 2021-Till Date |

Learnings > Failure

Egov may not have scaled, but it fuelled my thirst for knowledge.

Got few marketing teaching gigs in Universities and Institute of Engineers, Udaipur chapter as Keynote speaker also

Joined and switched couple of companies

Staring with Coviam Technologies (bootstrap startup), Mediamint (marketing agency), and Sigmoid Analytics

Building Success Together - Testimonials

Louis Chinnam
Marketing Automation Platform owner, Aviva Canada

"Ashish is an exceptional digital marketing professional with expertise in SEO, lead workflow, reporting, website management, and campaign nurturing. He has a remarkable ability to optimize digital campaigns for maximum performance and ROI, using his analytical skills and attention to detail to make data-driven decisions that result in successful campaigns"

Aakash Balasubramanian
Marketing Head, Sigmoid Analytics

"Great experience working together with Ashish over the different digital marketing initiatives at Sigmoid. He's a champion at building and optimizing processes, aimed at increased productivity and enhanced data-driven reporting. A fitness enthusiast, his training rigor and diligence are often mirrored in his professional work commitments"

Shamik Ray
Sr. Engineering Manager, Twilio

"I remember that Ashish was the first person in the digital marketing team who build the marketing plan and strategy from scratch. His contribution to our campaigns over different channels involving email marketing, SEO, managing website development, CRM process ... is appreciable."

Tabitha Tao
Performance Marketing Manager, TELUS Digital

Ashish, an exceptional SEO expert whose passion, teamwork, and expertise are truly inspiring. Ashish has a deep understanding of search algorithms, keyword optimization, and technical SEO, consistently delivering measurable results. He collaborates seamlessly with teams, translating complex concepts into actionable strategies

Prakhil Samar
Founder, Lexcis Solutions

"Ashish is 100% dependable. Taking on the task; designing or digital marketing; he uses his creative skills to build lively designs. He is a very quick learner and works hard to ensure the quality is met and is always aware of the overall business objectives. He is so successful at reaching all targets set for him"

Jeet Kapil
Director, Digital Growth & Marketing Ops TELUS

"Ashish has overall done a good job as owning his business function and much required stability. He has contributed in multiple areas to drive more value to the business like in SEO, website management, DNS, chatbot. He has stepped up and helped to get much needed work out the door to support the business and the team through his technical experience and a warm attitude."

Projects

Problem Statement

Generate quality leads organically since there was a high ROI on paid advertisement and ABM campaigns

TELUS International

B2B enterprise company
IT Services and Consulting

#CRO

#GenAI

#Chatbot

#StakeholderManagement

Lead Generation

01   Task

- Chatbot initiatives to grow inbound leads organically from target geographies (i.e. US and Canada).
- Leverage existing traffic of 2,50,000/month website visitors into leads

02   Actions

- Became project owner for chatbot design and deployment for the global TI website
- Managing stakeholders for ensuring compliant and soft launches with A/A and A/B testing
- Designing user journeys and inbound leads workflow on in-house chatbot platform

03   Impact

- Improved MQL to SQL conversions, aligning with business priorities with ~5% quaterly organic lead growth.
- 40% MQLs growth from same landing page after chatbot deployment

Problem Statement

Boost website traffic for target keywords and increase quality traffic for target geographies (US and Canada).

TELUS International

B2B enterprise company
IT Services and Consulting

#OnPage

#TechSEO

#Analytics

#EmailMarketing

#KeywordResearch

#TeamManagement

SEO

01 ## Task

Improve SEO (on-page, tech SEO and content)

02 ## Actions

- Conducts continuous SEO activities, boosting organic search visits with content loop strategies.
- Strategize lead nurture projects like email campaigns to focus on prospects and help in transitioning leads into customers

03 ## Impact

- Growth in overall website traffic (non-career visitors of 250k/m) with the contribution of organic as 40%+
- Achieved and sustained target keyword rankings, securing first-page discoverability, zero-rank, Google SGE,

Problem Statement

Increase web core vitals for brand website with speed optimization to fix lead flow disruptions in the sales pipeline.

TELUS International

B2B enterprise company

IT Services and Consulting

#WebInfrastructure

#SpeedOptimization

#ServerManagement

#WebsiteOptimization

#ErrorTroubleshooting

Web Performance

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01   **Task**

Increase conversion rate by website performance optimization

02   **Actions**

- Implement industry best practices for following guidelines provided by Google search
- Website maintenance (monitoring, alerting and troubleshooting)
- Stakeholder management for regular efforts on managing subdomains, quarterly website security tests and DNS configurations.

03   **Impact**

Page load time of 12 sec to under 5 sec for index page and landing pages

Problem Statement

Expand Sigomid's analytical offering in Data

Science and Data Engineering streams in

US markets

B2B mid-size company

Data engineering services and AI consulting company

#Webinars

#ContentClusters

#GatedResources

Content Marketing

01 | **Task**

Increase inbound leads via purely organic content marketing and re-look at the content strategy for Sales Qualified Leads (SQLs)

02 | **Actions**

- Regular content refresh in different formats (infographics, whitepapers) on the website
- Keyword research for on-page optimization
- Zoho CRM customization and integration for Lead management

03 | **Impact**

Sustained target keyword rank of 15+ keywords for business pages under 10 SERPs that generated 25%+ overall revenue

Problem Statement

Increase web core vitals for brand website with speed optimization to fix lead flow disruptions in the sales pipeline.

SIGMOID
Analytics

B2B mid-size company

Data engineering services and AI consulting company

#SpeedOptimization

#WebsiteOptimization

#Troubleshooting

#WebInfrastructure

#ErrorTroubleshooting

Web Performance

01 Task

Increase conversion rate by website performance optimization

02 Actions

- Managed server and utilized an S3 bucket for efficient cloud object storage, reducing server load for media files.
- Implement best practices to reduce webpage load time
- Migrating website server from GoDaddy to AWS EC2 instance
- Website maintenance (AWS, monitoring, UI/UX)

03 Impact

Achieved a remarkable improvement in Core Web Vitals scores, elevating the desktop score from under 40 to 70+ and enhancing the mobile score from under 25 to 55+.

Problem Statement

Build a **GTM strategy** from scratch for a global SAAS product, Engati (PMF state).

Journey from Zero to 1.

B2B startup company

Chatbot development platform

#ProductDemo

#LeadGeneration

#MarketResearch

#ProductPositioning

#CustomerUnderstanding

Product Marketing

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01   ## Task

Find target customer, their pain points, analyse the market competition and market Engati as a world-class solution for multi-platform chatbot requirements.

02   ## Actions

- Led product marketing initiatives like ProductHunt launch, webinars, nurture campaigns, and offline activities
- Executed successful email marketing campaigns to promote new product features.
- Automation in lead workflow for our lean sales team
- Organize demos for prospects after BANT analysis
- Create landing pages A/B testing for higher sign-ups and product demo

03   ## Impact

- A multifold increase in demo requests from 0 to 100+ (verified leads) in 6 months of timeline.
- Chris Messina who invented hashtags on Twitter engaged on Engati's ProductHunt page

Problem Statement

Campaign management for Pinterest clients

in Consumer Packaged Goods (CPG) vertical

to expertly manage client accounts

B2B digital marketing agency

#PPC

#PinterestAds

#AccountManagement

#CampaignManagement

#PerformanceMarketing

Paid Advertising

01   **Task**

Continuously manage paid campaigns and optimize ad groups within the Pinterest platform leveraging internal tools with average $50,000/month of budget

02   **Actions**

- End-to-end campaign and ad group management, including trafficking, reporting, QA checks, ad placement, and impression tagging.
- Proactively taken cases on SFDC requested by the account managers in the UK and US.
- Assist account managers with campaigns and budget planning

03   **Impact**

- Consistently exceeding a 95% ad pacing rate and successfully achieving campaign objectives.
- Effective management of full campaign lifecycles for client's product promotions

Problem Statement

Prof. Seema Gupta (Former chairperson + professor at IIMB) wanted research assistant to help her write book content and coordinate with publishers for case study consent / permissions and follow guidelines. The academic book was on Digital marketing for senior professionals.

भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Premier Education Institute known for it's MBA program

#ContentWriting

#Marketing Case Studies

#TeamManagement

Project Management

01 Task

Manage entire book writing and publishing process with business case studies to help professional

02 Actions

- Managing the entire project from hiring content writers to reviewing the content for each chapter and editing in required book format.
- Ensuring plagiarism free content and image adaptation with creative content license
- Working with McGraw Publication Company on image adaptations and permissions
- Conducted research on case studies sourced from reputable platforms such as WARC and eMarketer.
- Compiled and worked on publishing process to ensure a successful outcome.

03 Impact

Three version published by Tata McGraw Hill Education with more than 3,000 copies sold

Proof of Work - Case Studies

Objective of this case study was to increase ARR from ~210 cr. to ~420 cr. in the next 12 months. 70% of increment from SMB+ Mid-market plans and 30% from Enterprise plans.

I have worked on an in-depth strategy to help LSQ in acquisition via actionable insights through real user calls

CASE STUDY LINK

OYO was declared the third-largest hospitality company in 2019 has adopted a multi-brand approach like OYO townhouse, OYO home, Collection O, etc.

I have developed strategies for OYO rooms acquisition, onboarding, engagement and retention conducting research before introducing new features

CASE STUDY LINK

The Road Ahead: What I'm Seeking in My Next Role

As I explore the next challenge, I'm looking for the following things that drive me
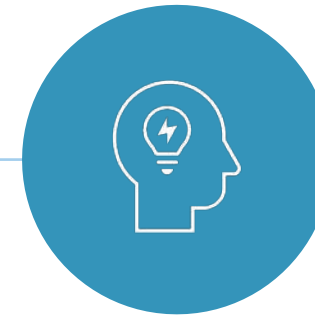
Making a Difference

I'm passionate about contributing to a cause or project that directly improves the lives of others

Continuous Learning

I'm eager for a dynamic and challenging role that offers opportunities for continuous learning and growth

Building & Delivering

I'm excited about a role that allows me to leverage my creativity and problem-solving skills to develop impactful solutions

Next Steps: Let's connect

01

If you think I have a real potential for an open role –

I'm happy to chat! You can reach me at ashishjain.egov@gmail.com and let's talk soon!

02

If you think I have potential for a future role –

I'd love to stay connected! Let me know when that might be, and I'll reach out in a couple of months *(Promise, no follow-ups until then!)*

03

If you think I am not a good fit for you –

Thank you for your time. I'm always looking for ways to improve Would you be willing to share any feedback on my profile that could help me prepare for future opportunities?

Set up a call with me

Check out my LinkedIn