



ASHISH MEHTA



9900138070



ashishd.in@gmail.com



Bengaluru



## PRO SKILLS

- ★ Brand Management
- ★ Employee Social Advocacy
- ★ Thought Leadership Programs
- ★ Lead Generation
- ★ GTM Strategy
- ★ Event Management
- ★ Account Marketing



## EXPERTISE

- ① Digital Audit
- ① SEO
- ① SEM
- ① SMM
- ① Content Marketing
- ① Influencer Marketing
- ① Social Media Analytics
- ① Digital Analytics



Career Track

## WHY ME!

### Strategic Marketing PRACTITIONER

16+ Years of professional digital experience with multiple competencies in Marketing. Wide array of experience with driving digital business for APAC and US markets across multiple Industry verticals, products and services. Passion to unleash digital for businesses.



## QUICK FACTS

- Vision to establish sustainable marketing engines.
- Drive programs to fuel the sales pipeline.
- At Enterprise mostly pipeline deal ranges from 500 - 1000 K deals on quarterly basis & 350-400K USD among SMBs.
- Been part for some of the finest unique programs in marketing at corporate marketing.
- Highly focused on sales support and enablement for faster ROI
- Comprehensive Industry exposure with key persona understanding

## PROFESSIONAL BACKGROUND

Jan 2020  
- Present

### Digital Marketing Head Fusion Informatics, Bengaluru

- Lead the Corporate Digital Marketing Practice, Support Sales and Drive Client Projects.
- Generating 1500+ leads on a month to month basis
- Own the end to end digital vision strategy and programs for corporate digital marketing function.
- Drive strategic marketing in collaboration with marketers, content writer, UI/UX & technical experts.
- Support sales department for new accounts, provide insights and develop sales specific assets.
- Feed marketing insights to sales process for driving strategic goals and conversions.

## SELF SKILL ASSESSMENT \*



## SALES SUPPORT



- ✓ Sales Enablement
- ✓ Sales Assets
- ✓ Prospecting
- ✓ Profiling
- ✓ Lead Sourcing
- ✓ Lead Nurturing
- ✓ Pipeline Development
- ✓ Personal Branding

June 2017  
– Dec 2019

**Project Manager**  
**Oracle - Digital Prime, Bengaluru**

- Contribute to sales pipeline 500-1000K USD per quarter wherein individual deal size falls in range of 12 – 400 K USD.
- Develop and drive end-to-end digital strategies for outreach engage & influence decision makers.
- Utilize all forms of digital – search, social, content, email, video and others to get attention.
- Drive lead generation through digital campaigns, webinars, events, paid and social media.
- Help sales team to generate healthy pipeline & progressing them with account insights.
- Enable sales team for social selling, audience profiling and develop skills for engagement.
- Curate weekly sales content calendar, assets, publish & promote messaging across media

Jan 2016  
- Feb 2017

**PPSM Associate Manager**  
**Accenture – Digital, Bengaluru**

- Build capabilities & define offerings to represent Accenture SM & digital competency.
- Developed 55 POC, 24 digital audits for premium customers & 12 new offerings modules.
- Respond to RFPs and formulate new business development across industries.
- Define roadmap, execute client projects and manage in-house digital team resources.

Feb 2010  
- Dec 2015

**Digital and Social Program Manager**  
**IBM GMC – Bengaluru**

- Managed digital programs for US, India, European Markets for software division, driving 11x% superior lead conversions, 6x % more than paid media with 126 % community growth.
- Direct focal for 26 digital business managers across 16 verticals. Increased share of voice in market from 14.3% to 54.5%.
- Developed auditing models, build frameworks, design strategy and drive end-to-end execution. Curate training curriculum for 500+ SMEs, Corporate Ambassador for advocacy programs.
- Manage agency, Drive inbound marketing activities, Own corporate channels & content strategy.
- Part of governance team and corporate social media channels management.

## DIGITAL TOOLS



## SOFT SKILLS



- Team Work
- Clear Communications
- Listening
- Responsibility
- Empathy
- Adaptability
- Enthusiasm
- Staying Focused

Sep 2007  
- Jan 2010

### Executive SEO

Brillio (Formerly Collabera, GCI) - Bengaluru

- Managing top US clients for realty, B2B, Automotive and IT services
- Achieved Google rankings for Top 50 keywords across 8 sites ranking consistently for 6 months.
- Be single POC for projects on content optimization, article writing and site optimization and articles to improved SE visibility by +24% and increased user experience by 8x for corporate and service pages.

Apr 2006  
- June 2007

### Search Engine Optimizer

Insights (Formerly Stylusinc) - Bengaluru

- Responsible for end to end search marketing from strategy to execution for 4 LOBs.
- Generated 13K visitors per month for finance & HR website, just within 3 months of launch.
- Average 15% of lead generated via search engines & increased search rankings by 32%. Generated secondary source of monthly revenue via Google Adsense.

Oct 2003  
- Feb 2005

### Web Researcher

Indiasoft Technology Exports Pvt Ltd. - Rajkot

- Curated inventory of 2500+ websites categorized spanning across more than 30+ diverse verticals.
- Assist team for designing 50+ websites focusing on elements like UX, Forms and Call to Actions.

**Education:** Graduate in Microbiology, Christ College, Rajkot – 2002.

Advance Diploma in Software Engineering – Aptech Ltd., Rajkot – 2000

**Personal Information:** DOB: 26 October 1977 | Marital Status: Married.