



AKHELEASH RAGHURAM

Marketing Specialist, helping purpose driven brands bring big ideas to life

CONTACT

+91-9811161504



akheleash@gmail.com



Bangalore



EDUCATION

2018

Digital Marketing for Business Growth
IIM Bangalore,
India

2012 - 2014

MBA; International Business & Marketing
EMPI, New Delhi
India

2007 - 2011

B.Tech, Computer Science
GITM, Haryana
India

KEY SKILLS

Adobe In-design



Brand Strategy & Positioning



Marketing Communication



Google / Social Media Analytics



SEO, PPC, AD-Words



Microsoft Office Suite



Salesforce & Marketing Automation



PROFESSIONAL PROFILE

- A Marketing Professional with 5 years of Experience in BTL & ATL Marketing, Event Management, Vendor and Advertising Agency Management.
- Organized & participated in multiple international exhibition & events, resulting in increase in sales lead by 25%.
- Proven record in managing product launches that increase brand awareness and sales.
- Expertise in Content and Designing skills, reducing agency cost to the company by 60%.

PROFESSIONAL EXPERIENCE

2017 - Present

MARKETING SPECIALIST

EnSilica Limited / Bangalore, India

- Developed new digital marketing strategy increasing website traffic & sales leads by 15%.
- Negotiated new contracts with agencies, saving \$500 approx. for every campaign being run.
- Managed 20+ International events & exhibition with a budget of \$15,000 each, including content management, press releases, advertising & marketing collaterals.
- Targeted Social media marketing & event campaigns resulting in increased brand exposure & presence in India & Israel market by 30%.
- Directed launch of new sister website of EnSilica w.r.t traffic, branding, analytics and content.
- Deployed online & offline strategies with PR and marketing campaign, resulting in 70% increase in recruitment drives in India.
- Certified GDPR Specialist, assisted in documenting new privacy and data protection policies

2015 - 2016

ASSOCIATE MARKETING MANAGER

Pure Indian Khoya / New Delhi, India

- Managed all Offline marketing functions with budget of \$2k, including brand positioning, product launch and advertising.

AWARDS

2017

Google Certified Digital
Marketing
Digipperform

2018

Adobe In-design & Illustrator
Reliance Digital Education

- Led design of new packaging that utilized cheaper and environmentally friendly materials, resulting in 10% reduction in packaging cost.
- Developed & implemented new market research, strategy plan giving a boost of 5% in annual sales
- Recruited, hired, and trained over 10 marketing and sales specialists, improving overall sales targets by 20% while maintaining 80% in employee retention.

2014 - 2015

ASSOCIATE PRODUCT MANAGER

Legal MD Global Consulting Group / New Delhi, India

- Assisted in the development of new product plans & proposals in relation to Business, strategic & financial Objectives.
- Collect and provide input to marketing and product development regarding worldwide customer needs.
- Assist with the development and implementation of launch plans including pricing, promotion, and sales training.
- Marketing planning and sales promotional activities with oversight from Senior Product Manager.

PERSONAL INFORMATION

- Languages – English, Hindi, Tamil, French
- DOB – 2nd April' 1989
- Hobbies – Working out, reading & writing poetry