

# Ashish Mohan Mathew

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Marketing professional with 11 years of cross-functional experience in marketing communications, branding, and growth.

## PROFESSIONAL EXPERIENCE

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### Marketing Strategy & Brand Manager, DataCamp, London

April'22 – Feb'23

- Delivered 11+ integrated global marketing campaigns on that resulted in +15% YOY subscriptions to online courses
- Drove remarketing & lifecycle marketing & delivered 2X registered to subscribed conversion rate (2.5% to 5%)
- Optimized audience targeting on acquisition channels to maintain Avg. Order Value of \$105 (+27% vs \$83 in 2021)
- Reduced Cost of Acquisition by 36% (\$57 vs \$90 trending 6 mnths) through better targeting and funnel management
- Crafted cohesive promotion campaigns with clear brand identities and messaging for both B2B & B2C segments

### Head of Customer Journeys & Performance Content, Cuemath, India

Oct'18 – Oct'21

- Owned first integrated marketing campaign leading to a 2X increase in traffic and 5x jump in TOMA over 3 months
- Contributed 15%+ to overall sales funnel through remarketing and drip campaigns for supply & demand side
- Led team of 4 to own content for NA, EMEA & APAC performance marketing, customer journeys & app marketing
- Owned the global production funnel of digital content & maintained goal of a CTR of 1%+ on all touchpoints
- Improved open rates and CTRs to 20-25% & 12% respectively through an iterative post-mortem review mechanism
- Drove monthly customer research program to derive insights & test messaging from key customer segments

### Marketing Manager, SecUR Credentials Ltd. Mumbai India

Aug'17 – Oct'18

- Improved inbound leads/month through SEO, SEM and social media, delivering avg monthly order size of INR 300K
- Drove annual revenue of INR 2MM through new product development initiatives for B2B and B2C channels
- Designed and implemented scalable in-house Odoo based CRM dashboard and lead management system
- Served as editorial lead for content on the website, social media, PR, marketing collateral and mailers
- Drove 10 events for press, networking, brand building initiatives to drive 1.8K leads

### Deputy Manager, Corporate and Brand Communications, Essar Group, India

Sep'14 – Oct'15

- Editorial lead for quarterly company magazine and online publication with readership of 38,000.
- Led process change initiative for integration of digital content and led to a 30% MOM increase in website visits
- Used insights from Facebook, Google and Industry reports to tailor communication for identified segments

### Assistant Manager, Branding and Communication, Essar Steel, India

Jan'12 – Aug'14

- Facilitated cumulative revenues of INR 15MM in '12-'14 by establishing framework for order fulfillment via email
- Developed segment specific marketing materials for B2B clients to generate online enquiries and increase site traffic
- Owned design and production of the Essar Steel Magazine with an est. readership of 7000 High Net-worth clients

## ACADEMIC QUALIFICATIONS

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### SP Jain School of Global Management

2016-2017

- Global Masters in Business Administration, Specializing in Contemporary Marketing Management
- **Industry Project:** Quantified Paavo's Pizza's brand equity and provided recommendations to improve CX
- Student leader represent Marketing Cohort in the Academic Council

### St Stephens College, New Delhi

2007-2010

- Bachelors of Arts, Mathematics (Hons)