

K. ASHISH KUMAR

DIGITAL MARKETING STRATEGIST

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Digital Marketing Strategist with 4+ years of experience driving performance marketing, lead generation campaigns, and overall brand growth across India and international markets. Proven track record of managing multi-channel campaigns, optimizing performance through data-driven insights, and delivering measurable business outcomes. Experienced in pipeline management, stakeholder management, and scalable growth strategies to increase revenue.

PROFESSIONAL EXPERIENCE

Co-Founder & Digital Marketing Strategist (Full Time), Social One (Hyderabad, India) Jun 2026 – Present

- Managed campaigns for 4 clients across education, entertainment, travel, and D2C industries.
- Generated 500 leads/month at ₹250 CPL with 22% conversion rate for Manya Tours.
- Built scalable lead generation funnels using A/B testing, lookalike audiences, and segmentation.
- Acted as strategic advisor, aligning campaigns with revenue goals.

Digital Marketing Consultant (Remote), Silicon Drona Inc. (Canada) Jan 2025 – Jun 2026

- Built the company's paid marketing operations from the ground up: handled the initial setup, business verification, and technical configuration of its Meta Business Suite and Ads Manager accounts, and directed end-to-end Meta Ads and Google Ads campaigns.
- Generated 1,000+ leads/month at ~\$6 CPL across global markets (USA, Canada, MEA, Oceania, Europe).
- Delivered 100–120 high-quality US leads/month through advanced targeting strategies.
- Improved lead quality by eliminating junk leads using data-driven exclusions.

Digital Marketing Strategist (Full Time), Soul of Pluto (Hyderabad, India) Jul 2024 – Jan 2025

- Managed ₹45L/month marketing budget for a leading retail brand (Varamahalakshmi Silks) across footfall, online sales, branding, and new-store launch campaigns.
- Drove 4,000+ footfall for store visits on launch day through influencer marketing and performance campaigns.
- Planned phased store-launch campaigns (teaser, launch-date reveal, launch-special collection) with store, content, product, and regional teams.
- Collaborated with 15+ influencers/month across campaigns.
- Generated ₹5–6L monthly online sales through targeted campaigns.
- Ran email marketing and newsletter campaigns through Salesforce alongside paid and influencer campaigns.
- Handled on-page and off-page SEO to grow organic search visibility.
- Scaled budgets and ran sale and offer campaigns through the festive and wedding season.

Digital Marketing Head (Full Time), PAC ASIA Pvt. Ltd. (Hyderabad, India) Sep 2023 – Jul 2024

- Increased lead volume to 300+/month, reducing CPL from ₹450 → ₹200 (↓55%).
- Achieved 10–15% conversion rate from leads to enrollments.
- Managed Meta & Google Ads campaigns for student acquisition.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive (Remote), SPSM Enterprises (Jammu and Kashmir, India) Aug 2022 – May 2023

- Spearheaded the initial setup, business verification, and technical configuration of the company's Meta Business Suite and Ads Manager accounts, and directed end-to-end Meta ad campaigns.
- Designed and scripted ad creatives (carousels, video ads, single-image) and built demographic, interest-based, and geo-targeted audiences to capture commercial and residential service inquiries.
- Ran A/B tests on ad copy, hooks, and formats to reduce CPL and improve CTR, and set up lead forms and direct-to-WhatsApp/call ad flows to capture inbound leads.

SKILLS & TOOLS

Paid Media: Google Ads, Meta Ads, TikTok Ads
SEO: On-Page SEO, Off-Page SEO, Search Console
Email & CRM: Email Marketing & Newsletters (Salesforce), Salesforce CRM, Zoho CRM
Analytics & Data: Google Analytics (GA4), Google Tag Manager (GTM), Looker Studio, Excel

KEY PROJECTS

- **International Lead Gen (EdTech – USA / Canada)**
1,000+ leads/month | \$6 CPL | 100–120 high-quality leads
- **Retail Launch Campaign**
4,000+ footfall on launch day via influencer + teaser campaigns
- **Google Ads Education Campaign**
3,280 clicks | 14% conversions | 12X ROI

EDUCATION

Bachelor of Computer Applications (BCA) Sep 2020 – Aug 2023
REVA University, Bangalore | CGPA: 7.97

Class 12th Apr 2019 – Mar 2020
Kendriya Vidyalaya No. 2 Uppal, Hyderabad | 74.67%

Class 10th Apr 2017 – Mar 2018
Indus Universal School, Secunderabad | 71.8%

ADDITIONAL INFORMATION

- **Languages:** English, Hindi.
- **Certifications:** 98-383:MTA: Introduction to Programming using HTML and CSS (Microsoft), 98-364:MTA: Database Fundamentals (Microsoft).

HOBBIES

- Content Creation
- Professional E-sports & Gaming