



Ashish Sriram

Marketing Professional

London, UK

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Languages

- English (Fluent)
- Hindi (Fluent)
- Telugu (Native)
- Tamil (Fluent)
- French (Basic)
- German (Basic)

About

Passionate and entrepreneurial marketing professional with over 6 years of experience building strategic partnerships, developing innovative campaigns, and driving sales and marketing across a wide range of industries. Proven ability to leverage industry expertise, consumer insights, and creative problem-solving to deliver impactful brand experiences.

BRANDS WORKED WITH

Cyara Phoenix Marketcity Chennai Pvt Ltd Redscreens LLP

Horizons Group London Le Gra Beer Ltd

Experience



● Marketing Manager EMEA

Cyara | Dec 2021 - Now

Developed and implemented performance strategies and plans to track continuous improvement.

- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Assessed marketing copy, art comps and final designs in alignment with established specifications for LinkedIn, Google Ads, Display Ads, YouTube visual ads and emailers.
- Executed optimal sales strategies to achieve commercial goals for the target market.
- Managed marketing budget and associated P&L to assess sales plans for various business verticals. Reduced marketing costs by streamlining data and content management.
- Organized contacts and orchestrated innovative MQL-SQL strategies to boost awareness, engagement and sales.
- Implemented creative partnership building, event sponsorship, activation platforms and consumer experience design.
- Leveraged communications materials, monitoring budgets and developing protocol using tools such as Hubspot, Slack, Asana, Sales Navigator, and Google Data Studio.

● Co founder & Chief Marketing Officer

Redscreens LLP | Jun 2020 - Sep 2021

Spearheaded successful business development initiatives aligned with the company's strategy and core competencies.

- Assessed performance management structures and implemented enhancements to improve frameworks and strengthen results.
- Focused teams on developing innovative and cutting-edge approaches with effective resource allocation and strategic planning.
- Managed branding campaigns and event marketing initiatives in print, video, web and social media.
- Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement. Building marketing funnels across platforms with the key focus being paid media, tracking and improving on ROI and CPA targets were key in business management.
- Identified low-cost opportunities to increase visibility and drive traffic, increasing returning visitor revenue by 70% for multiple clients. Re-designed user experience, site functionality and online merchandising to increase sales.
- Developed and strengthened business partnerships at all levels.
- Negotiated advertising and commercial sponsorship contracts, while ideating, commissioning, directing Ad Commercials, and shoots for key value driven brands.

● Marketing Executive-Event Production Manager

Phoenix Marketcity Chennai Pvt Ltd | Jun 2018 - Oct 2019

Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers including commissioning content syndication

with brands.

Formulated and implemented marketing solutions including brand awareness & facade consultation, that resulted in greater corporate awareness, consumer traffic, and sales numbers for brands including Nike, Adidas, Puma, Fossil, Indian Terrain, Max, Columbia Sports, Lee, Wrangler, Vans, Reebok, Lifestyle, Marks & Spencer, Casio, ToysRUs, Paul & Shark, Coach, & TAG Heuer.

Planned and executed events and marketing programs, producing 95% of the goal of qualified leads. Compiled product, market and customer data to generate informed sales and profit projections.

Managed relationships with key industry partners and implemented promotional initiatives to maximize marketing program performance.

Worked with vendors to complete projects according to schedule and specifications.

Planning, overseeing and analyzing website improvements from A/B testing to online merchandising and landing page creation alongside our marketing team. Identifying e-commerce initiatives, features and functionality to improve conversion and digital experiences to accelerate growth.



● Group Marketing Manager

Horizons Group London | Jun 2022 - Now

Leading and managing the marketing and branding initiatives for five different spirits/alcohol brands.

Overseeing Shopify website development and management, Google Ads, Amazon sales, SEO, and functionality improvements.

Managing a marketing budget of £100,000 to achieve growth from 5 to 30 orders a day on Shopify & Amazon.

Nurtured relationships with key industry influencers to secure prime product placement and visibility.

Negotiated strategic sponsorships and collaborations, including a sponsorship deal with the National Film Awards UK for Emperor Vodka.

● Lead Marketing Manager

Le Gra Beer Ltd | Jan 2024 - Now

Implemented and managed the core development and launch of the brand in the Ireland, UK, and EMEA markets.

Executed ambitious on/off premises sales and marketing strategies to launch the brand through retail, bar/club partnerships and event activations.

Developed marketing and advertising materials based on market and business analysis reports.

Designed and developed branding materials including labels, packaging, PoS, On-trade support and Website applications.

Education & Training

2021 - 2023

● Brunel University London

MSc, Management