



Contact

Phone

+91 8840860683

Email

rahul07asthana@gmail.com

Hometown

Lucknow. UP

LinkedIn

<https://www.linkedin.com/in/rahul07asthana/>

Education

2023

Master of Business Administration
Bharati Vidyapeeth

2015

Masters of Computer Application
Trinity Institute of Management &
Technology

2012

Bachelor of Computer Application
Microtek College of Management &
Technology

2004

Class 12th
UP State Board

2002

Class 10th
CBSE Board

Certifications

Google Digital marketing Certificates

Hubspot - Social, Email & Inbound
Marketing Certificates

Hootsuite - Social Media Marketing &
Listening Certificate

SEMrush - PPC, SMM, SEO & SEO
Toolkit Certificates

RAHUL ASTHANA

Results-driven marketing professional with 13+ years of experience in digital marketing, branding, lead generation, and business growth across B2B and B2C. Experienced in running campaigns across social media, email, ads, and events to drive visibility, leads, and revenue.

Strong understanding of business and sales, with hands-on experience in CRM and performance tracking to improve campaigns and overall results.

Experience

Dec 25 - Till Now | **Vectorwave** | Remote Job

Marketing Consultant(part-time)

- As a Marketing Consultant, supported the revamp of the company website to improve brand presence, user experience, and lead generation.
- Developed marketing strategies and digital campaigns to increase brand awareness, generate leads, and support business growth.
- Helped establish team structure, processes, and branding initiatives to build a strong foundation for scalable operations.

Oct 23 - Oct 25 | **RandomTrees** | Hyderabad, Telangana

Marketing Manager

- Led B2B digital marketing and go-to-market initiatives aligned with business goals, revenue targets, and brand growth for IT services and technology solutions.
- Managed lead and demand generation campaigns through email marketing, social media, webinars, landing pages, and paid campaigns to drive sales opportunities.
- Worked closely with sales, account management, and leadership teams to align marketing strategies with pipeline goals, revenue targets, and business priorities.
- Managed and mentored the marketing team while collaborating with content, design, SEO, and social media teams to execute integrated campaigns effectively.
- Analyzed campaign and customer journey performance using Google Analytics, and marketing tools to optimize conversion funnels, ROI, and acquisition efficiency.
- Created high-impact marketing content including blogs, case studies, whitepapers, sales decks, landing pages, and persona-based assets for business audiences.

Apr 22 - Aug 23 | **Boolean Data** | Hyderabad, Telangana

Marketing Manager

- Executed digital marketing and marketing automation campaigns to increase brand awareness, audience engagement, and lead generation.
- Supported marketing campaigns, events, and webinars in collaboration with sales teams to generate MQLs and strengthen customer outreach.
- Coordinated with cross-functional teams to improve campaign performance, communication strategies, and customer engagement.

Feb 19-Dec 21 | **Techwave Consulting** | Hyderabad, Telangana

Regional Marketing Specialist

- Led partner marketing and go-to-market campaigns with Amazon Web Services, IBM, and OEM partners, aligning activities with B2B growth and revenue goals.
- Managed multi-channel campaigns across webinars, email, and digital platforms, driving demand generation and supporting pipeline growth.

Strengths

- Analytical Thinking
- Creativity
- Strategic Planning
- Team Leadership
- Client Communication
- Problem Solving

Professional Attributes

- Strong task prioritization
- Effective client communication
- Expertise in ROI analysis
- Flexible for on-site work
- Analytical and self-driven

Language

- English
- Hindi

Achievement

- Inspired and Challenged
- Developed Strong Brand
- Corporate Events for B2B Industry

Jul 18 -Feb 19 | **DITCOS** | Hyderabad, Telangana

Digital Marketing Manager

Sep 2015- May 2018 | **Sudhamrit Solution** | Noida, UP

Senior Marketing Specialist

Dec 2011 - Sep 2015 | **IT Nucleus** | Noida, UP

Senior SEO Executive

Professional Skill

Core Marketing Expertise:

- Marketing Program Management
- Social Media Marketing
- Product Marketing
- SEO & Content Marketing
- Demand Gen Campaigns
- Brand Marketing
- Stakeholder Management (Senior & Cross-Functional)
- Partner Marketing
- Thought Leadership and Case Study Development
- Strategic Market Planning

Analytics & Execution

- Marketing Performance Measurement and Reporting
- Pipeline and Lead Contribution Analysis
- Data-Driven Campaign Optimization
- Website and Content Performance Metrics

Tools & Platforms:

- PowerPoint (Executive-Level Storytelling)
- Excel (Reporting and Analysis)
- Gen AI Tools for Marketing Content and Insights
- Email Marketing and Automation Platforms
- Basic Dashboard Interpretation (PowerBI)

AI & Automation

- Use of AI tools for workflow automation, content generation, and data insights
- Understanding of AI-driven tools in business operations and system efficiency

AI & Automation Tools

- ChatGPT, Claude, Jasper, Copy.ai, Perplexity, WriterSonic
- Surfer SEO, Frase, Clearscope
- Canva, Runway ML, Pictory, Midjourney
- Lately.ai and AI-assisted workflows