

# Aashi Sachdeva – Assistant Marketing Manager

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**Portfolio:** <https://shorturl.at/n0aCf>

Marketing professional with 3.5+ years of experience driving growth across B2B, B2C, and D2C sectors. Expertise in performance marketing, SEO, content strategy, and brand communication. Proven track record of improving conversion rates, scaling campaigns, and leading cross-functional teams

## NOTABLE CREDITS:

Proposed a new category idea to [Zepto Marketplace Private Limited](#) based on user need-gap analysis, which was later implemented & acknowledged by the Zepto team

## WORK EXPERIENCE:

### Assistant Marketing Manager, Rentickle (D2C), Gurugram Jan'25 - Present

- Drove 50+ high-intent monthly orders via Google, Meta & WhatsApp (2.1x ROAS)
- Managed ₹30L/month ad spend, cutting bounce rate (60% → 38%) & lifting AOV (1.8x)
- Scaled CPS affiliate program (600+ conversions/mo) and micro-influencer collaborations
- Boosted website CVR (0.62% → 0.79%) and Top 10 keyword rankings through CRO & SEO
- Developed a tailored brand communication strategy to align with upcoming product launches
- Led a 7-member marketing team, aligning with sales & product for funnel efficiency

### Digital Marketing (Senior → Digital Marketer), Trycon (B2B & B2C), Noida Dec'21 – Jan'25

- Launched new product category (Restaurant QR Code) with strong brand positioning and UX-led innovation
- Managed multi-channel ads (Google, Bing, LinkedIn, Meta; \$7K/mo) delivering 1.8x ROAS and -25% CPA
- Grew organic traffic +40%, engagement (50% → 73%), and keyword rankings (100 → 6)
- Increased inorganic CVR (10% → 20%) and boosted YouTube subscribers from 4K → 8K through structured content planning
- Created content calendars, affiliate partnerships, and Pinterest growth (30K+ monthly views) strengthening brand visibility
- Launched B2C marketing campaigns, generating 1,000+ leads and building early-stage adoption

### Benefits Ops. Administrator, Wipro, Noida Jul'19 – Nov'21

- Reduced audit errors in U.S. healthcare benefits processes through enhanced data checks.

## INTERNSHIPS:

- **So Delhi** – Blog optimization, influencer collabs, event execution (Horn OK Fest, Boho Bazaar)
- **Panasonic Smartphones** – Social media campaigns & campus activations for product awareness

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## EDUCATION

Professional Certification in Digital Marketing IIM Vishakapatnam 2025-Present  
B.Com Honours, Delhi University 2016-2019

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## SKILLS

Brand Strategy · Campaign Management · Performance Marketing · SEO/SEM · Influencer Marketing · Content Strategy · CRO · Analytics · Team Leadership · Brand Management

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## ACHIEVEMENTS

- Performer of the Year & Leadership Role in the Month of April 2025 at Rentickle
- Annual & Monthly Top Performer April, July and December 2022 at Trycon
- Dazzle Award 2019 at Wipro