

# Prajwal LM

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Current Location: Bangalore

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## WORK EXPERIENCE

### Marketing Associate

GainInsights Pvt Ltd

Decemebr 2020 - Present

- Created cross functional marketing strategy
- Worked well with cross functional teams and creative agencies
- Worked closely with the product manager to prepare GTM strategies
- Created content for marketing collateral
- Created digital assets for marketing.
- Activated marketing automation for mails, social media and analytics

### Sales Engineer

Thasmai Automations Pvt Ltd

June 2017 - June 2018

## PROJECTS & INTERNSHIPS

**Marketing Intern at BrandTouch and Analytics** (October - December 2020)

**Branding and Design Intern at Forage**  
( July 2020 - September 2020 )

### Developed brand strategy

Shout - "Wear what you are", Vibify

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## EDUCATIONAL BACKGROUND

### IFIM Business School, Bangalore

Post Graduate Diploma in Marketing & Analytics  
2019-21

### Vidya Vikas Institute of Engineering, Mysore

Bachelor's Degree in Electrical & Electronics  
2017

## PROFESSIONAL SUMMARY

A creative and collaborative marketing associate with close to 2 years of experience in marketing and sales. Demonstrated abilities driving growth and raising brand awareness through customer-centric campaign strategies. Passionate for brand building, marketing across channels, digital communication, and social media management.

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## SKILLS & PROFICIENCIES

- Communication
- Content writing
- Consumer behavior
- Consumer empathy
- Creativity
- Design thinking
- Strategic branding
- Viral marketing
- Basic graphic design
- Collaborative and team worker
- Digital marketing

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## CERTIFICATIONS

- Strategic Brand Management - IIM B
- Digital Marketing - 360 DigitMG
- Martech - University of Virginia