

# Yash Barsaiyan

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## SUMMARY

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Results-driven Digital Marketing and Growth Marketing professional with a Master's degree in Strategic Marketing and experience in social media strategy, content marketing, SEO optimization, and data-driven campaign execution. Skilled in designing marketing funnels, audience engagement strategies, and performance-driven digital campaigns using analytics and KPI tracking. Experienced in A/B testing, conversion rate optimization (CRO), marketing automation, and AI-assisted content workflows to improve campaign effectiveness and customer acquisition. Adept at leveraging social media platforms, marketing analytics tools, and AI technologies to enhance brand visibility, generate leads, and optimize digital marketing performance.

## MARKETING EXPERIENCE

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### Social Media Strategist - The Nudge School (Freelance) (April 2026 - Present | Noida, India (Remote))

Life Skills EdTech Brand for Children (Ages 6–16) | Platform: Meta (Instagram + Facebook)

- Grew combined Meta reach to 47,300+ accounts across Instagram and Facebook within the first 28 days, achieving a +210% increase in total content views (13.1K combined).
- Planned and executed 9 paid Meta ad campaigns (₹18,500+ total spend) achieving a best CPC of ₹0.82 per link click and generating 241 total link clicks across website-traffic objectives.
- Drove 2,000+ Instagram link clicks and 2,000+ profile visits in 28 days — with 98% of reach coming from non-followers, expanding the brand audience well beyond its existing base.
- Managed end-to-end Meta strategy for an EdTech brand — covering ad account setup, audience targeting, organic content, community management, and weekly analytics reporting across Instagram and Facebook.

### AI Marketing Strategist – RISIDIO (On-site) (July 2025 - November 2025 | London, UK)

- Supported development of growth marketing strategies and social media campaigns to increase platform visibility and engagement.
- Created and optimized short-form and long-form digital content aligned with brand messaging and audience engagement goals.
- Leveraged AI-powered marketing tools (ChatGPT, Claude) to automate content ideation, editing, and campaign messaging workflows.
- Conducted audience segmentation, competitor benchmarking, and marketing research to identify growth opportunities.
- Assisted in analyzing campaign performance using KPI metrics such as engagement rate, CTR, impressions, and reach.
- Contributed to development of marketing funnels and customer engagement strategies across digital channels.

### Marketing Strategist – Zanta Healthcare (On-site) (May - Sep 2025 | Dudley, UK)

- Conducted a comprehensive digital marketing audit analyzing website performance, SEO structure, and social media communication.
- Developed content marketing and digital strategy frameworks to improve brand visibility and audience engagement.
- Applied customer journey mapping and marketing funnel frameworks to enhance communication strategies.
- Evaluated marketing performance using analytics dashboards and KPI tracking tools.
- Conducted competitor analysis and industry trend research to strengthen brand positioning.

## PROFESSIONAL EXPERIENCE

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### Senior Paralegal

Trexo Global & Clarivate (2019 - 2024 | Noida, India)

- Managed high-volume data analysis, documentation review, and quality assurance workflows, ensuring operational accuracy, compliance, and process efficiency.
- Generated analytical reports using Excel-based data tracking and KPI monitoring frameworks to support operational insights and decision-making.
- Trained new hires on proofreading procedures and quality control standards, maintaining high editorial accuracy across documentation processes.
- Managed corporate social media handles, creating and publishing engaging content to promote company culture, initiatives, and internal campaigns.
- Planned and executed corporate events and employee engagement initiatives including Holi, Diwali, World Intellectual Property Day, Fun Friday, and quarterly events, while producing event content and managing digital promotion.

## MARKETING PROJECTS

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### Brand Development - Smokin' Beans

- Designed and executed a social media marketing strategy to improve brand awareness and customer engagement.
- Managed content calendars and platform scheduling for consistent social media communication.
- Created engaging social media posts, promotional campaigns, and branded creatives using Canva.
- Implemented A/B testing for content formats and posting schedules to optimize engagement performance.
- Monitored campaign KPIs including reach, impressions, engagement rate, and audience growth.
- Applied SEO-focused hashtags, captions, and content optimization techniques to improve discoverability.

### Digital Advertising Campaign - Primark

- Conducted market research, audience analysis, and competitor benchmarking to evaluate digital marketing opportunities.
- Developed a multi-stage marketing funnel strategy (Awareness–Consideration–Conversion) for digital campaigns.
- Created content concepts, campaign messaging, and marketing creatives aligned with brand storytelling.

- Evaluated campaign performance using analytics metrics including CTR, engagement, and reach.
- Proposed improvements including influencer collaborations, targeted social media campaigns, and conversion optimization strategies.

## EDUCATION

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### MSc in Strategic Marketing (Full-Time)

Aston University • Birmingham, United Kingdom • 2024/2025 • Grade - Merit

- Key Areas of Study: Marketing Strategy | Consumer Behaviour | Digital Marketing | Marketing Analytics | Brand Management | Integrated Marketing Communications | Strategic Market Planning

### Bachelor in Business Administration (Full-Time)

SRGGPI College • Indore, India • 2016/2019 • Grade - 7.0 CGPA

## INVOLVEMENT

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### Treasurer

Aston Marketing Society • 2024 - 2025

- Supported event promotion, marketing communication, and audience engagement initiatives.
- Assisted in campaign planning and social media promotion for student marketing events.
- Coordinated communication activities for society members and marketing programs.

## CERTIFICATIONS

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- Meta Business Suite Certification | Google Ads Fundamentals | Mark Strat Business Simulation | SaaS Business Online | HubSpot AI for Marketeers | Postgraduate Mentoring Certificate

## SKILLS

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**Core Skills:** Digital Marketing Strategy | Growth Marketing | Social Media Marketing & Management | Content Marketing & Copywriting | Marketing Funnel Development (TOFU–MOFU–BOFU) | Lead Generation | Search Engine Optimization (SEO) | Conversion Rate Optimization (CRO) | A/B Testing & Campaign Experimentation | Performance Marketing | Marketing Analytics & KPI Tracking | Audience Segmentation | Customer Journey Mapping | Brand Positioning | Marketing Communications | Competitor & Market Analysis | ATL & BTL Marketing Campaigns | Go-To-Market (GTM) Strategy

**Tools & Platforms:** Google Analytics | Meta Business Suite | Social Media Analytics Platforms | Canva | Content Scheduling Tools | Microsoft Excel | Microsoft PowerPoint | Microsoft Word | SEO & Keyword Research Tools | Performance Tracking Dashboards | Marketing Automation Tools | AI Marketing Tools (ChatGPT, Claude, Gemini) | Notion | Trello | Gamma

**Soft Skills:** Strategic Thinking | Critical Thinking | Data Analysis | Communication | Creativity | Problem Solving | Collaboration | Adaptability | Time Management | Project Execution | Stakeholder Coordination | Organizational Skills

## PERSONAL DETAILS

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- Current Location - Noida, India (Open to relocate)
- Date of Birth - 22 July 1998
- Languages - English, Hindi