



Ayush Lakra

Marketing/Growth Consultant

Marketing executive with more than 3 years of experience crafting **B2B** and **B2C** digital marketing strategies. Graduated from **ISC Paris Business School, France**, I am proficient in strategic campaign planning and operations, data analytics, conversion tracking and expanding customer bases.

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WORK EXPERIENCE

Marketing Coordinator Tapnation (B2B)

08/2022 - 12/2023

Paris, France (on-site)

1 year 4 months

- Managed social media campaigns, analysed key KPIs and monitored them on a daily/weekly basis, and scheduled regular updates.
- Developed comprehensive content marketing strategy, increasing blog viewership by 40%.
- Increased social media engagement & followers by 70% on LinkedIn and 67% on Instagram.

Growth Marketing Associate BYJU'S (B2C)

07/2018 - 09/2019

Bhopal, India (on-site)

1 year 2 months

- Conducted extensive A/B testing that improved the conversion rate of key landing pages by 47%.
- Implemented comprehensive analytics tracking using Google Analytics, providing critical insights for business growth decisions.
- Collaborated with IT and Sales department to automate workflows, identifying costs, results, and opportunities.

Digital Marketing (SEO Specialist) GAOTek (B2B)

04/2021 - 08/2021

New York, USA (Remote)

5 months Internship

- Assisted in creating and managing 10+ email marketing campaigns, achieving a 92% open rate compared to industry benchmarks.
- Optimized website content for SEO, boosting organic traffic by 20% and enhancing search rankings.
- Utilized Google Analytics to identify 10+ areas of improvement and implemented strategies that reduced bounce rate by 44%.

Digital Marketing (Campaign Manager) Reliance Industries Limited (B2B)

01/2018 - 04/2018

Bhopal, India (on-site)

4 months Internship

- Elevated email CTR by 15% with personalized MailChimp campaigns.
- Assisted in designing campaign strategies for 70 clients across six industries, achieving a success rate of 90%.
- Prepared detailed weekly/monthly reports with Google Analytics, showing increased site visits and conversions.

SKILLS

Digital Marketing

Performance Marketing, Affiliate Marketing, Customer Acquisition, Google Analytics, Campaign Management, Facebook Marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing (SMM), Google Display Marketing

Analytics and Data Visualization

Google Analytics, SQL, Tableau, Semrush (for data analysis)

Project Management and Collaboration:

MS Office, Google Suite, Jira (for project management), Figma (for collaboration and design)

Design and Multimedia:

Adobe Photoshop, Adobe After Effects, Midjourney

Web Development and Content Management:

WordPress (for website management)

EDUCATION

Master in Management ISC Paris Business School

09/2020 - 12/2022

Paris, France

- Specialisation: International Business and Management

Bachelor of Commerce

The Bhopal School of Social Sciences (BSSS)

07/2015 - 06/2018

India

- Specialisation: International Trade

PERSONAL PROJECTS

Web Development

- Developed and designed a personal portfolio website showcasing projects and skills.

Amazon Affiliate Program

- Participated in the Amazon Affiliation Program, developing a niche product recommendation website.

LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency

French

Limited Working Proficiency

INTERESTS

Yoga

Fiction Books

Writing

Volunteering