

# Astha Ojha

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Results-Driven Growth Marketing Manager | 4+ Years | Revenue Growth · Campaign Management · B2B Partnerships | SEO, PPC, Google Analytics, Content Strategy | \$2.4M+ USD Revenue Generated | 480+ Campaigns

## WORK EXPERIENCE

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### Marketing Manager | STEMpedia

Aug 2025 – Present

- Reactivated and scaled a dormant partner network to **35 active regional** and **national partners**, driving **\$3M+ USD** in combined revenue across event registrations and product sales through co-branded campaigns and strategic promotional support.
- Designed and executed go-to-market strategies for all channels, including co-branded event marketing, audience acquisition campaigns, and on-ground activation support, positioning Codeavour as the operational backbone of India's largest STEM competition circuit.
- Planned and executed **30+ competitions** across **19 national** and **11 regional events**, engaging **300,000+ participants** and establishing Codeavour as the dominant EdTech event brand in the Indian **K-12 space**.

### Marketing Associate | BrightCHAMPS

Oct 2022 – Aug 2025

- Architected and led **480+ integrated marketing campaigns** across 5 business verticals spanning paid, organic, email, and social channels, collectively driving **\$2.45M+ USD** in revenue and consistently exceeding quarterly growth targets over a 3-year period.
- Improved **PPC** and **SEO** performance through **Google Ads optimization** and iterative **A/B testing**, lifting conversion rates by **17%** and reducing **cost-per-lead** by **28%** within 12 months.
- Used Google Analytics to diagnose funnel drop-off points and reallocate spend toward highest-converting segments, improving overall marketing ROI by **15.3% year-on-year**.
- Developed go-to-market launch campaigns for 5 new products, exceeding projected audience reach on every launch by a minimum of 30% through data-driven channel selection and audience segmentation.
- Grew brand social presence across platforms, achieving **200K+ organic reach** and **309K+ engagements** through a disciplined mix of content programming and paid amplification.

### Technical Content and Marketing Intern | DataChannel

Sep 2021 – May 2022

- Built and managed a multi-format email marketing program spanning broadcast campaigns, automated drip sequences, and A/B-tested nurture flows targeting senior decision-makers at mid-market and enterprise accounts, contributing to key partnerships with **Souled Store (\$30M+ USD GMV)** and **Plix**.
- Produced **20+ sales enablement case studies** for the US, LATAM, and EU markets, translating complex data integration workflows into business-outcome narratives that directly supported the outbound sales pipeline.
- Increased blog conversion rates by **35%** through SEO restructuring, high-intent keyword targeting, and strategic internal linking across the content library.
- Contributed to a PR launch campaign and promotional newsletter series that drove a **47% lift** in organic website traffic over the 8-month engagement.

## LEADERSHIP EXPERIENCE

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### University Treasurer | Indira Gandhi Delhi Technical University for Women

- Managed a **\$476K+ USD** university fund, overseeing event budgeting, financial planning, HR planning, and end-to-end execution.
- Led a **\$83K USD** flagship fest with **25,000+** footfall, managing all logistics, artist booking, production, and vendor operations.

## AWARDS AND ACHIEVEMENTS

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- National Theatre Awardee and **1st Position** in **Youth Parliament** recognized by the Ministry of Parliamentary Affairs.
- India Fellowship: Selected as 1 of **1,500** candidates for specialized conservation and sustainability research.
- Civic Commendation: Recognized by **Delhi Police** and the **Deputy Commissioner** for youth rehabilitation projects.

## SKILLS AND INTERESTS

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B2B Marketing, Campaign Management, Performance Marketing, Go-to-Market Strategy, Google Ads, SEO, PPC, Conversion Rate Optimization, A/B Testing, Email Marketing, Marketing Automation, Google Analytics, Demand Generation, Content Strategy, Partnership Management, Event Marketing, Audience Segmentation, Lead Generation, Social Media Marketing, Sales Enablement

## EDUCATION

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**Indira Gandhi Delhi Technical University for Women (IGDTUW)**, MBA in Marketing and Analytics  
**Delhi University**, BSc. Botany Hons.