

ASTHA OJHA

MARKETING MANAGER

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CAREER SUMMARY

Results-oriented Marketing Professional with **3+ work experience** and a track record of driving **₹20.6 Cr** in revenue and managing large-scale operations. Expert in international **B2B partnerships** and **event management**, having successfully orchestrated **30+ national** and **international events** engaging over **3,00,000 participants**. Proven leader in financial oversight and strategic growth, adept at leveraging data-driven insights to scale brand visibility and optimize marketing ROI.

EDUCATION AND CERTIFICATION

BSc. Botany Honours | Gargi College, Delhi University 2019-22
MBA (Marketing & Analytics) | Indira Gandhi Delhi Technical University for Women 2024-26

WORK EXPERIENCE

Marketing Manager | Codeavour International, STEMpedia Aug 2025- Present

- Drove **₹30L+ revenue** through strategic B2B marketing, securing 2 international country partners.
- Led **30+ events** (19+ nationals, 11+ regionals, and international) with **3,00,000+ participant** engagement.
- Spearheaded an exclusive IP Initiative with **Smaaash** for the Robo Soccer League in **11+ cities** across India.
- Managed vendor relations, client partnerships, and advertising campaigns for large-scale learning sessions.

Senior Copywriter | BrightCHAMPS Oct 2022- Aug 2025

- Directed **480+ campaigns** generating **₹20.6 Cr revenue** aligned with growth strategies across 5 verticals.
- Managed social media accounts achieving **200K+ reach**, **309K interactions**, and **2.5k link clicks** on all channels.
- Optimized PPC & SEO strategies via Google Ads, **improving conversion rates** by **17%** & **reducing CPL** by **28%**.
- Utilized **Google Analytics** to deliver data-driven insights that improved the overall marketing ROI by over **15.3%**.
- Developed launch campaigns for five new products, successfully exceeding the projected reach by at least **37%**.

DataChannel | Technical Content Writing Intern Sep 2021- May 2022

- Managed **850+ email campaigns** for **C-suite clients**, securing partnerships with brands like **Souled Store & Plix**.
- Developed **20+ case studies** for international markets including **USA, LATAM, & EU** to boost brand global awareness.

STEMpedia | Technical Content Writing Intern May 2021- Sept 2021

- Increased **blog conversions** by **35%** through targeted SEO optimization and advanced organic growth practices.
- Facilitated **innovation projects** for STEM education, impacting over **50,000 teachers** across **700+ local districts**.
- Contributed to PR launches and promotional newsletters that **increased organic website traffic** by at least **47%**.

LEADERSHIP & POSITIONS OF RESPONSIBILITY

University Treasurer | IGDTUW | 2025

- Managing a **₹4 Cr+ university fund**, overseeing event budgeting, financial planning, HR planning & end-to-end execution.
- Led a **₹70L flagship fest** with **25,000+ footfall**, managing all logistics, artist booking, production & vendor operations.

Placement Team Member | IGDTUW | 2024 – 2025

- Collaborated with **30+ firms** including **PWC** for recruitment, achieving a 19 LPA highest salary.
- Raised **₹17L+** in **corporate sponsorships** within one month to support university career initiatives.

AWARDS & ACHIEVEMENTS

National Theatre Awardee and **1st Position** in **Youth Parliament** recognized by **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.