

# Aishwarya Sivakumar

Boston, MA | (339) 777-2425 | [aishwarya.sivakumaar@gmail.com](mailto:aishwarya.sivakumaar@gmail.com) | [Linkedin](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

**Results-driven** marketing professional with **3+ years** of experience executing **end-to-end marketing campaigns** across digital, sales, and event channels. Successfully managed **10+ concurrent high-visibility campaigns** from strategy to execution. Strong **cross-functional** partner to **creative, sales, product development, and social media** teams, driving measurable outcomes, like increased conversion rates, revenue growth, campaign accuracy, and on-time launch readiness. Adept at identifying trends, problem-solving, drawing insights from qualitative and quantitative data, and translating business needs into effective and innovative go-to-market campaign solutions.

## EDUCATION

### Northeastern University

Master of Professional Studies, Digital Media (GPA: 3.9)

### Loyola Institute of Business Administration

Executive Post Graduate Diploma, Marketing Management

### M.O.P Vaishnav College

Bachelor of Science, Visual Communications

**Boston, MA**

Sept 2023 – March 2026

**Chennai, India**

Jul 2022 – July 2023

**Chennai, India**

July 2019 – July 2022

## TECHNICAL SKILLS

**Marketing:** Affiliate Marketing, Brand Marketing, Campaign Strategy & Management, Customer Segmentation, Demand Generation, Email Marketing, Integrated Marketing Communications, Marketing Analytics, Media Planning, Retail & E-commerce Marketing, SEO/SEM/GEO

**Tools:** Adobe Creative Suite, Amazon DSP, Figma, Excel, Google Ads, Google Analytics, Hootsuite, HubSpot, Microsoft Suite, Wrike, Veeva

**Programming:** CSS, HTML, JavaScript

**Certifications:** Google Ads, Google Analytics, HubSpot-Social Media, Meta Ads

## WORK EXPERIENCE

### SharkNinja – Shark Home

Brand & Integrated Marketing Communications Co-op

**Needham, MA**

Jan 2025 – Jun 2025

- Executed multi-format **brand and integrated marketing** communications (packaging, gallery, A+, short-form videos, quick-start guides, paid ads, emailers) across **15+ major retailers** (Amazon, Walmart, Lowe's, Home Depot, Target, Costco & Best Buy), supporting product visibility across **20+ SKUs** within a **\$10M+ annual revenue portfolio**, in collaboration with **creative, product development, sales, and retail teams**.
- Optimized Amazon product display pages prior to Amazon Prime Day through competitive benchmarking, keyword analysis, and feature-led storytelling, contributing to **8% increase in conversion rate** for priority and upsell SKUs in Q2 2025.
- Supported demand planning and retail execution for 2 new product launches, maintaining **100% on-time launch readiness** through cross-functional alignment.
- Deployed launch **email campaigns** for new products, driving **23% increase** in open rates and **12% increase in CTR** versus prior launch benchmarks, across a subscriber base of **322K**.
- Led time-sensitive packaging updates across **32 SKUs**, following a global supply shift, ensuring **zero errors** and brand accuracy across all retail touchpoints.
- Produced short-form video assets to address content gaps for new launches, contributing to **15% increase in engagement rate**.
- Contributed to identifying a market whitespace through competitive analysis, supporting the repositioning of an existing SKU.

### Deviant Marketing

Marketing Intern

**Chennai, India**

Jan 2023 – Aug 2023

- Improved client ROI by 20% and reduced campaign turnaround by 17%** by leading end-to-end execution of 8+ digital campaigns for global hospitality brands including Marriott, IHG Hotels & Resorts, Taj, and Westin.
- Grew social media engagement by 34% across managed accounts** by building customer segmentation frameworks using Google Analytics, SEO insights, and social listening data.

### Mommy Shots by Amrita Samant

Social Media Marketing Intern

**Chennai, India**

Jul 2021 – Jun 2022

- Grew Instagram following from 230K to 257K (+12%) in 12 months** by executing 10+ brand campaigns for clients including Nykaa, Mama Earth, and Goodness Me.
- Boosted brand engagement by 48%** through purpose-driven campaigns on social causes, coordinating creative teams to maintain consistent messaging across platforms.

## PROJECT WORK

### CPS Connect

**Boston, MA**

- Led full-cycle UX research and redesign initiative for CPS Connect, conducting **moderated usability tests with 50 users and stakeholder interviews** to surface critical navigation, trust, and engagement gaps.
- Synthesized qualitative and quantitative findings into a revised platform strategy, delivering data-backed improvements to information architecture, onboarding, and trust signals resulting in a measurable lift in discoverability and user confidence in club participation.

### E-Illuminations: SEO & Paid Ads

**Boston, MA**

- Planned and executed a Meta Ads strategy using audience segmentation, A/B creative testing, and performance analytics, optimizing for engagement and acquisition efficiency.
- Identified key optimization opportunities through ad performance analysis, achieving a **30% improvement in engagement rate** and a **15% reduction in cost-per-acquisition (CPA)** across tested ad sets.