



ASWIN JOHN

Experienced Marketing Strategist Seeking Marketing Specialist and Content Roles.

CONTACT

- 📞 703-581-8157
- ✉ monitormonkey@gmail.com
- 🌐 <https://monitormonkey.com>

WORK EXPERIENCE

OWNER | MONITOR MONKEY LLC | JUN 2016 - PRESENT

Marketing Consultant for Solopreneurs and Startups

- Assisted Alex Lieberman (former CEO of Morning Brew) in launching and promoting his podcast, "The Founders Journal". Managed all aspects of episode publication, created compelling promotional clips, and developed standard operating procedures for seamless operations.
- Wrote engaging content for OkDork and an educational ebook on Facebook Advertising for Noah Kagan on the AppSumo marketplace.

DIGITAL MARKETING SPECIALIST | HATCH I.T. | MAR 2020 - MAR 2023

Recruiting Firm That Matches Technologists with Startups

- Responsible for generating leads for recruiting services for tech startups.
- Redesigned the WordPress websites, provided copywriting, and built funnels to convert visitors into leads.
- Utilized Canva and Adobe Creative Suite as the primary designer for sales collateral and internal company documents.
- Wrote and published two Mailchimp newsletters. Regularly ran A/B tests on subject lines, copy, and design to keep open rates above 40%.
- Managed interns and junior employees. Served as editor for content & articles.
- Generated product ideas and created MVPs using Figma, Notion, and Fiverr.
- Led the project to redesign job postings. Researched competitors to create mockups and iterated the design based on feedback from candidates.
- Led the creation of SOPs and automations for the sales/marketing processes.

MARKETING CAMPAIGN MANAGER | CISCO | MAY 2019 - OCT 2019

Enabling Telephone Solutions Resellers to Market Cisco Solutions

- Developed and deployed Hubspot campaigns for reselling partners, maximizing their reach and effectiveness with automation.
- Built automated email and social media campaigns and tracked their effectiveness using Zift.
- Collaborated with cross-functional teams to create impactful campaigns tailored to the needs of the services team.
- Successfully managed budget, delivery, and scope for external vendors involved in video tutorials and advertising campaigns.

MARKETING SPECIALIST | STRUCTURES.AERO | JUN 2016 - MAR 2019

Aerospace Services Firm and Siemens SaaS Reseller

- Led all marketing efforts as the founding marketing resource for a Siemens software reseller.
- Drove a 4x increase in website traffic, leads, and sales within 2 years.
- Orchestrated monthly webinars utilizing the expertise of our engineering SMEs. Generated webinar ideas using community feedback and forum research.
- Created all sales and marketing collateral.
- Utilized SEO tools such as Yoast, SEMRush, Google Search Console, and Ahrefs for competitor analysis, keyword generation, and performance monitoring.
- Significantly improved the visibility of the primary product page on Google, moving it from the fourth page to the top four search results.

PROJECTS

MANTHRAKODI

Wedding Planning Resources for South Indian Couples.

- Regularly publish weekly content on an Instagram page with 1000+ couples and vendors.
- Created guides, reports, tools, and negotiated rates with vendors to make wedding planning easier and more affordable.

CREDIT CARD CALCULATOR

Personalized Credit Card Recommendations from Spending

- People trust me for personal finance opinions (based on my content creation in the space). I created this tool to help anyone who asked which credit card they should get.

TOOLS & SKILLS

- **Email Marketing:** Hubspot, MailChimp, ActiveCampaign, Zift, Beehiiv, SendFox, ConvertKit
- **Design:** Adobe Creative Suite, Canva, Figma
- **Website/CMS:** WordPress, Hubspot, Squarespace, WebFlow, Wix, Notion
- **CRM:** Salesforce, Pipedrive
- **SEO:** Yoast, SEMRush, SpyFu, Ahrefs, AnswerThePublic, UberSuggest, Google Search Console
- **Social:** Hootsuite, Buffer, Sprout Social, Instagram, Twitter, Reddit, LinkedIn. Including SEM on Facebook Ads, Google Search Ads, and Reddit Ads.
- **Data:** Monday.com, Google Sheets, Excel, Crunchbase
- **Analytics:** Google Analytics, HotJar

EDUCATION

B.S. | DOUBLE MAJOR
Management & Marketing
Minor in Communications
VIRGINIA TECH
August 2012 - May 2016