

# Akhil Vasudev. H

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## WORK EXPERIENCE

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### **Skill-Lync**

**Feb. 2020 – Present**

*Senior-Associate, Content Writer*

*Chennai, India*

- Strategized and executed email campaigns, resulting in a substantial weekly sales revenue increase from an average of 60 Lakhs to 90 Lakhs.
- Leveraged CRM data to analyse the customer journey and optimize email conversion rates.
- Drafted compelling email content and implemented campaigns, achieving an impressive average open rate of 8%.
- Collaborated with cross-functional teams to enhance top-of-funnel engagement and drive brand awareness.
- Contributed to the creation and promotion of YouTube videos, consistently achieving an average of 1,000 views per video.
- Assisted in the production of the brand's first full-scale ad video, garnering over 600,000 views and expanding brand reach.
- Accelerated brand growth on social media platforms, engaging over 100,000 accounts and cultivating a loyal customer base of 80,000 active users.
- Conducted keyword research to identify competitive engineering-based keywords, resulting in a 5x increase in search engine rankings and improving direct conversion rates from 50% to 70%.
- Revamped website content and design, leading to an increase in average time spent on webpages from 2 minutes to 4 minutes.
- Designed sales brochures that significantly contributed to sales conversion rates.
- Collaborated closely with the design team to create visually appealing marketing collateral, improving click-through rates.
- Managed sourcing, editing, and uploading of blogs from third-party vendors, generating direct revenue for the company.

### **ArseDevils**

**August 2019 – September 2019**

*Freelance Writer*

During my stint with the fan run website, ArseDevils, I covered the matches of the English Premier League team, Manchester United.

This included writing about the pre-match conditions of players and the team, covering and reporting the match itself, and also writing about new players.

### **Qrius (formerly The Indian Economist)**

**May 2019 – August 2019**

*Product Description Specialist*

Collaborated with a team of writers and editors to create content for users of TATA Finserv.

**Times Of India**

**February 2018**

*Freelance Writer, Chennai*

Covered a career fair organised by the Chennai Institute of Technology in association with the Times of India.

## **EDUCATION**

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**DG Vaishnav College**

**2011**

*B.Sc in Biochemistry*

## **SKILLS & INTERESTS**

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- **Skills:** Content writing, social media marketing, email marketing, SEO marketing, CRM, data analysis, project management, design, communication.
- **Interests:** Eastern pop-culture (anime, kpop, wuxia novels), historical fiction, mental health, Reddit, strategy games, and keeping my wife happy.