




ASH KRASDEV

MARKETING LEADER

CREATIVE ACTIVIST

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 ashdeluke.com

SUMMARY

I am an experienced marketing leader with a demonstrated history and success in all facets of marketing - creative strategy, writing, data analysis, research, content creation, social media, and campaign (email/marketing) management. I am a leader that's organized and dependable with strong creative, written, and verbal communication skills. I have an understanding of the current online market along with present and past technologies. I am seeking a full-time position in a field I am not only passionate about, but one I can grow both personally and professionally in.

EXPERIENCE

SENIOR ACCOUNT MANAGER

RevBoss
Total Mortgage Services

- Strategize, execute, and adapt various email marketing campaigns
- Track progress, A/B test, and refine campaigns to optimize results
- Analyze data to find patterns and trends to drive up success
- Establish, build, and maintain client relationships with mutual trust
- Train and coach newer team members on strategy, process, prospecting, campaign management, and client relationships via weekly office hours, new-hire training, and 1:1s.
- Lead weekly check-in calls with clients and team to report progress and performance of campaigns
- Collaborate with various teams and departments to guarantee completion of client's projects, campaigns, and visions

MARKETING COPY AND CONTENT WRITER

Tilt 36T°
Total Mortgage Services
CCA NY
HotChalk

- Write clear and compelling copy for a variety of mediums (online, email, social media, digital media)
- Innovate new and engaging concepts to further enhance the brand voice
- Conduct thorough market research on trends to create clever concepts
- Collaborate with creative team and client to create a cohesive vision for the brand
- Generate blogs, videos, and any digital advertising relative to the company
- Plan and create lead generation ads
- Design and build landing pages for various clients

SOCIAL MEDIA MANAGER

Tilt 36T°
Total Mortgage Services

- Develop and oversee social media initiatives for a given brand or company
- Independently manage multiple social media accounts for various clients
- Implement advertising and design strategies for clients
- Track media analytics on all platforms to improve online community engagement

EDUCATION

Florida State University
Bachelor of Arts
Editing, Writing, and Media

SKILLS

Leadership, communication, creative and conceptual writing, strategy, campaign management, research, social media, data analytics, customer and client relations.