

anju a

Growth Marketing aficionado who loves to analyze data

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Profile

Currently working as a Marketing Manager at Netflix with a mission of building and executing marketing activities to grow the subscriber base in the US. Previously worked as an Analyst at Spotify, with primary focus on analyzing and identifying areas of churn for business operations.

Passionate about growth marketing & startups!

Core Competencies

Most proud of

Awarded

- the most entrepreneurial student in MSc Strategic Business Marketing

Building

- my personal marketing blog marketingaficionado.com to 25k visitors per month

Experience

Marketing Manager

Feb 2017 - currently employed

Netflix - San Francisco, USA

- Set up, managed & tracked a marketing plan budget of \$250k across all digital and offline channels that generated an ROI of +370%.
- Accelerated sales growth rate 30% by launching, A/B testing and optimizing paid social and email marketing campaigns.
- Develop and present reporting presentations, showcasing results and recommendations based on past performance and strategy.
- Heavily involved in webinars, hackatons, keynotes, customer support, launching new products and in developing projects with C-Level executives.

Analyst

Sep 2014 - Feb 2017

Spotify - Stockholm, Sweden

- Analyzed, highlighted and reported potential areas of business improvements related to financial and key operational processes to company management.
- Successfully delivered timely financial statements, controls testing and assurance engagements for more than 15 projects in one year.
- Managing large and complex data sets from various platforms and discovering ways to automate and/or optimize current processes.
- Piloted and executed a churn strategy, which saw a decrease in churn of 15% in the UK market.

Education

MSc Strategic Marketing

Sep 2010 - Jul 2014

Liberty School of Management

- Graduated with distinction

Education

BSc Business & Management

EW Business & Economics School

Sep 2008 - Jul 2010

Languages

English

Native

Spanish

Conversational

Certificates

Inbound Marketing Certificate

Hubspot Academy

Digital Analytics Fundamentals

Google Analytics Academy

Hobbies

Reading and learning about marketing and startups

Building and testing marketing practises through my blog

Running and workout. Also part of the local soccer team.