

HUBSPOT CERTIFIED · 10+ YEARS EXPERIENCE

Ajmal V

Content Marketing Leader · EdTech & Media

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Bengaluru, India



Results-driven content marketer with 10+ years in EdTech and media — building organic engines that generate traffic at scale, nurture leads, and underpin revenue growth through editorial strategy and cross-functional execution.

EXPERIENCE

Associate Senior Manager - Content Marketing

UNext Learning Pvt Ltd

Jan 2021 - Present · Bengaluru

- Own SEO and content strategy for online degree programs, growing the site to **220K+ monthly organic pageviews** and 2,000+ leads via content hubs, optimized program pages, and blogs.
- Plan and execute webinars, email campaigns, and gated content — adding **40+ MQLs/month** and supporting enrolment and revenue targets.
- Launched **29 academic programs** by preparing webpages and other marketing materials.
- Manage a team of **5+ writers plus vendors**, delivering landing pages, blogs, brochures, and sales enablement assets on time and to brief.
- Partner with product, performance marketing, design, and tech to launch new programs, improve conversion, and support site migrations and CMS optimization.

Senior Executive - Marketing

Manipal Global Education Services

Dec 2019 - Dec 2020 · Bengaluru

- Led B2B/B2C content for MeritTrac and Manipal ProLearn – blogs, landing pages, and sales collateral aligned to campaigns and product launches.
- Collaborated with brand managers, SMEs, and sales teams to ensure content supported lead generation and pitch effectiveness.

IMPACT AT A GLANCE

220K+

Monthly pageviews

2,000+

Leads via content

40+

MQLs per month

25+

Academic programs launched

SKILLS & TOOLS

STRATEGY

Content Strategy · SEO · Brand & GTM · Multi-channel

ANALYTICS & SEO

Semrush · Ahrefs · Google Analytics

PLATFORMS

WordPress · Drupal · HubSpot

CREATIVE

Copywriting · Editorial · Canva · Photoshop

LEADERSHIP

Team Management · Cross-functional

EDUCATION

MA, Mass Communication & Journalism

University of Calicut, Kerala

BA (Hons), History

Jamia Millia Islamia, New Delhi

CERTIFICATIONS

- ★ HubSpot Content Marketing (HubSpot Academy)
- ★ ChatGPT Certified (Coursviv)
- ★ Product Management Certified (Unlearn Product)

Sub-editor / Reporter

Deccan Herald (Printers Mysore Pvt Ltd)

Feb 2016 - Nov 2019 · Bengaluru

- Delivered daily news copy and features for print and web editions under tight deadlines.
- Produced and edited **30+ news videos** for YouTube, increasing engagement and reach.
- Grew Deccan Herald's social profiles and lifted pageviews to **2.5M+/month** through content optimization.

CAREER OBJECTIVE

Seeking a Senior Content or Product Marketing role with a high-growth EdTech or SaaS company — to drive brand storytelling, organic growth, and data-led project excellence.