

AISHWARYA M

IT Business Analysis | IT Marketing & Branding | Project Management

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Results-driven marketing and consulting professional with 3 years of experience in **Brand strategy, Project Management, and Bid Management** across media and technology sectors. Experienced in building go-to-market strategies, driving campaign effectiveness, and managing multi-channel marketing initiatives. Adept at translating business goals into impactful brand narratives through data-driven insights. Certified in PMP and Scrum Master. Seeking to contribute to **brand growth and strategic marketing execution** within an innovation-driven organization.

EXPERIENCE

Consultant

June 2022 – June 2025 | [Ernst & Young \(EY\), India](#)

TCPL – Media Campaign Audit Project (2025)

- Evaluated media campaign performance to ensure consistent brand communication and ROI alignment.
- Audited creative and spend efficiency to support data-backed brand performance reporting.
- Delivered insights for optimizing messaging consistency and improving consumer engagement metrics.

GPCL – E-commerce Project (2024-2025)

- Boosted e-commerce sales by 35% through targeted marketing campaigns and optimized product listings.
- Built real-time KPI dashboards to drive data-informed decision-making and performance improvement.
- Delivered market research and go-to-market strategies for B2C and faith-tech media projects, leveraging consumer insights and trend analysis.

SWASTIK Productions – Media Project (2024)

- Conducted in-depth consumer and competitor analysis to shape the brand's market positioning in the emerging faith-tech sector.
- Supported brand storytelling and go-to-market strategy based on cultural and behavioral insights.
- Presented actionable brand recommendations that informed campaign direction and communication tone.

RFP Project (2022-2023)

- Managed end-to-end B2B RFP/RFI responses, collaborating with cross-functional teams to deliver tailored, client-centric proposals.
- Conducted market and competitive analysis to strengthen proposal strategies and value positioning.
- Conducted detailed market research and competitor analysis to enhance proposal strategy and value proposition.
- Partnered with subject matter experts (SMEs) and product teams to craft tailored responses showcasing company strengths and solution alignment.
- Collaborated with sales and marketing teams to develop strategic messaging and positioning that effectively differentiated B2B offerings and engaged target audiences.
- Played a key role as a core team member in the launch of a regional GPS International Development Partners Support Center across the EMEIA region single-handedly, leading a crucial pilot phase that laid the foundation for the establishment of a Global IDP Center, ensuring seamless operations and strategic scalability
- Actively supported GPS IDP clients in the EMEIA region, particularly UN and EU
- Offered specialized bid management support for GPS IDP's RFPs, RFQs, and RFIs
- Curated and managed top-notch Pursuit materials for the self-help support website (EMEIA GPS PAC), while managing a comprehensive repository of client-facing collateral housing over more than 4,000 artifacts.
- Collaborated with marketing and sales teams to develop brand-aligned proposal messaging that strengthened client engagement.
- Delivered competitive analyses to refine brand value propositions and enhance differentiation in the B2B market.
- Spearheaded communication frameworks showcasing EY's brand strengths and thought-leadership positioning.
- Key member in establishing a regional development partner center, aligning branding and communication across EMEIA markets.
- Managed strategic bids and proposal development for business consulting projects at EY, driving high-quality, client-focused responses. Partnered with cross-functional teams across advisory, finance, and risk to craft compelling proposals that reflected EY's business insights and consulting excellence.

EDUCATION

Master of Business Management-Marketing

2022 | [Christ University](#)

Bachelor of Engineering – EEE

2018 | [The Oxford College of Engineering](#)

CERTIFICATIONS & TRAINING

- Project Management Professional (PMP)
- Certified Scrum Master (CSM)

SKILLS

Business Analysis | Market Research | Project Planning | Project Management | Campaign Planning | Brand Management
B2B Marketing Strategy | Go-to-Market Strategy | Paid Media Campaigns | Cross-functional Collaboration | Team Work |
Excellent Communication | Analytical | Time Management

ACHIEVEMENTS

- Promoted from Staff/Associate Consultant to Consultant at Ernst & Young (EY) in 2023, in recognition of consistent performance and dedication.
- Successfully managed and contributed to the submission of over 20 tenders, leading to a 25% increase in overall contract value.

PERSONAL INFO

- **Languages:** English, Malayalam, Kannada, Tamil
- **Interests:** Taekwondo - Blue Belt

REFERENCES

Vignesh B

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