

# SIDDHESH JAISWAL

Dublin | Irish National

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## PROFESSIONAL SUMMARY

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I'm Siddhesh Jaiswal, a creative digital marketing professional with a passion for driving results. With over 6 years of experience, I have established a synergistic fusion between marketing and data analytics, seamlessly integrating the finest aspects of each domain.

My expertise extends far beyond creating eye-catching ads – I delve into the depths of research, analysis, and continuous improvement. Remarkable strategies are born from innovative thinking and supported by compelling data.

When presented with challenges, I do not back down. I approach them as opportunities to learn and adapt, persisting until I achieve good outcomes. I've also expanded my skill set to encompass a diverse range of fields, such as social media marketing, user experience, data visualisation, paid search, graphic designing, lead generation, photography, email marketing and much more.

Working in a rapidly growing environment taught me how to balance business goals and marketing constraints as I unrelentingly advocated for the user.

## SKILLS

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**Technical Skills:** Google Ads · Power BI · Shopify · Bing Ads · WordPress · Drupal · MailChimp · HotJar · Meta Ads · Dot Digital · MS Office · Adobe Photoshop · Dreamweaver · Canva · DV360 · HubSpot · iRaiser · Shorthand · MS Dynamics · HTML, CSS & JavaScript

**Business Skills:** Marketing Automation · Digital Strategy · Cross-functional Collaborations · Data Analysis · Performance Metrics · Problem Solving · Lead Generation · Content Creation · Social Media Marketing · Email Marketing · Digital Marketing · Graphic Design · Brand Development · Search Ads · B2C Marketing · Website Management · Search Engine Optimisation (SEO) · Project Management · Programmatic Deals · User Experience · Customer Journey

## EXPERIENCE

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Senior Digital Marketing Strategist, Oxfam Ireland

September 2018 – Present

- Leading **digital marketing campaigns**, including implementation of **paid search, social, display and email marketing**, resulting in a 45% increase in income and fundraising activity.
- Managing an **annual marketing budget of €150k+**, allocating resources for maximum impact & cost-efficiency.
- Leading end-to-end **lead generation campaign** planning, execution & analysis, resulting in the lowest cost per lead among the Oxfam confederation and 30% increase in conversion rate.
- Expanded **social media reach** by 40% on Meta & 60% on YouTube in 2022. Increased social media following by 55% within 12 months.
- Constantly achieving an industry leading open rate of 40%+ through **targeting email marketing campaigns** resulting in a 25% better conversion rate and decrease in unsubscribe rate by almost 80%.
- Led and contributed towards the launch of a **new website** and fundraising tools.
- Maintaining multiple websites at Oxfam Ireland on **Drupal, Shopify and Shorthand**.
- Developing and promoting a **leading-edge analytical 'test and learn' culture**.
- Delivering **meaningful marketing dashboards**, providing cross-channel performance insights monthly.
- Ensuring correct implementation of **digital advertising tracking mechanisms** and code in liaison with developers.

- Contributing actively towards the **development of user-friendly design** and customer journey, with a focus on user experience (UX).
- Managing the **fundraising aspect of Oxfam International on top of Oxfam Ireland**. Increasing Oxfam International conversion rate by 60% by improving user experience.
- Serving as a **Strategic Advisor on Digital Innovation**, driving technological innovation to effectively harness the power of digital at Oxfam.

## Digital Marketing Executive, OfficeSpot

September 2017 – August 2018

- Set up and managed an **online catalog through CRM** (Magento), overseeing on-site content production to drive increased website retention and conversion.
- Managed digital marketing channels including **SEO, Google Ads, Email Marketing, Google Business Profile and Analytics**.
- Achieved a 20% open rate for **monthly eNewsletter** & increased sales through retargeting efforts.
- Created engaging **B2B content** for blogs, email, website & promotional materials.
- Contributed towards the **launch of a new website** for improved user experience & SEO ranking.
- **Reported on digital strategy** using analytics tools such as Google Analytics.

## EDUCATION

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### MSc in Digital Marketing Strategy

September 2016 – August 2017

Trinity College Dublin, Ireland

**Courses:** Digital Design & User Experience, Digital Marketing Communication, Digital Marketing Practice, Digital Marketing Strategy, Ethical Business for Digital Marketing, Marketing Intelligence & Analytics, Social Media Marketing, Transformation Management for Individuals and Organisations, Digital Business Models, Digital Platform Innovation.

### BSc in Management Studies

July 2012 – April 2015

Vidyalankar School of Information Technology, India

**Courses:** Financial Accounts, Business Communication, Human Skills, Principles of Marketing & Management, Information Technology, Strategic Management, Consumer Behaviour, Business Economics, Research Methods, Strategic Cost Management, Corporate Communication & Public Relations.

## CERTIFICATIONS

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- Data Analysis Without Coding, UCD
- Data Management and Visualization, Wesleyan University
- HTML5 & CSS Fundamentals, W3Cx
- Complete Python 3 Bootcamp, Udemy
- Adobe Photoshop CC, Udemy
- Microsoft Excel: Advance Formula & Functions, Udemy
- Ultimate MySQL BootCamp, Udemy

## ACHIEVEMENTS

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- Best Use of Digital Marketing for Fundraising within Humanitarian Charities in Dublin
- Lowest Cost Per Lead among the Oxfam Confederation
- Best Use of Digital Marketing, Cork Digital Marketing Award
- Rewarded as Highest Performer of the Year 2019, Oxfam Ireland
- Won 3<sup>rd</sup> Place in a Food Competition, Vidyalankar School of Information Technology
- Worked on Various Social Causes, Rotaract Club