

Ashish Bijwe

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PROFESSIONAL SUMMARY

Master of Applied Business (Business Analytics) student with a track record of driving high-ROI digital campaigns (3,326% ROAS) and optimising operational costs. Expert in bridging the gap between data-driven insights and creative marketing strategy.

EMPLOYABILITY SKILLS

- Strong track record of consistently surpassing sales targets by **20% to 40%** at Just Eat Takeaway while working as an After Sales Representative.
- Excellent experience in customer service, ensuring customers' needs are met, achieving an **80% customer satisfaction rating** as an After-Sales Representative.
- Collaborated with colleagues to formulate a series of knowledge-base articles that helped customers troubleshoot common problems.

TECHNICAL SKILLS

- **Data & Analytics:** Excel, Power BI, Tableau, Python, Google Analytics.
- **Digital Marketing:** Meta Ads, LinkedIn Ads, Reddit Ads, SEO, PPC, Email Marketing.
- **Design & Web:** Figma, Photoshop, Canva, WordPress, Drupal, Custom-built CMS, HTML/CSS.
- **CRO & Infrastructure:** Hotjar, MS Clarity, MS Exchange, Hubspot, Mailchimp, Salesforce and technical support.
- **User Behaviour Analysis:** Leveraged **Microsoft Clarity** and **Hotjar** heatmaps to identify website friction points, optimising the user journey for higher conversion rates.

PROFESSIONAL EXPERIENCE

Digital Specialist, Q Theatre, NZ | October 2024 - October 2025

- **Drove 3,326% ROAS:** Scaled high-profit Meta campaigns through strategic audience targeting and budget optimisation.
- **Conversion Scaling:** Generated **95 purchases** and **6,400+ link clicks** by A/B testing Carousel and Video ads to maximise conversion rates.
- **Cost Optimisation:** Achieved an elite **\$0.009 CPC** and **\$0.05 CPM** while implementing SEO strategies to boost organic visibility.
- **Email Infrastructure Overhaul:** Reduced annual costs by **\$8,460** (\$1,200 to \$495/mo) by cleaning subscriber lists and implementing secure lead-gen forms.
- **Analytics & Content:** Leveraged Google Analytics to refine brand-aligned content, consistently increasing cross-channel audience engagement.
- **User Behaviour Analysis:** Leveraged **Microsoft Clarity** to identify website friction points, optimising the user journey for higher conversion rates.

After Sales Specialist, Just Eat, UK | October 2022 - August 2023

- Consistently surpassed sales targets by 20% to 40% while onboarding over 100 customers per month through exceptional after-sales service, including menu setup, offering recommendations, and upselling optimised campaigns.
- Took ownership of the partner's account, ensuring they got the most out of Just Eat and resolving all issues before passing the account to the account manager.
- Set partners up for success and helped maximise their online business.

Technical Support Specialist, Just Eat, UK | October 2021 – October 2022

- Deployment and implementation of devices across customer environments ensured seamless integration and optimal performance.
- Skilled at identifying the root cause of technical issues, conducting thorough testing, and implementing effective resolutions.
- Built rapport with customers, asking open-ended questions to find out needs and offering solutions, achieving an 80% customer satisfaction rating in the first quarter.
- Collaborated on internal knowledge-base articles to reduce recurring customer support tickets.

Digital Marketing Consultant, Freelancer | December 2020 - September 2022

- Executed cross-channel strategies (PPC, SEO, Design) resulting in a 15-20% lift in traffic and engagement.
- **User Behaviour Analysis:** Leveraged **Microsoft Clarity** and **Hotjar** heatmaps to identify website friction points, optimising the user journey for higher conversion rates.

EDUCATION QUALIFICATIONS

Master's in Applied Business - Business Analytics, Unitec, NZ | 2024 - 2025

Master's in Science - Digital Marketing, University of West London, UK | 2020-2021.

EARLY CAREER & ADAPTABILITY

Various Hospitality Roles | Coople UK | 2020 – 2022: Guest experience and kitchen operations.

Student Ambassador | University of West London | 2020 – 2021: Orientation and community support.

Warehouse Operative | Gig, UK | 2020: Inventory management and order fulfilment.

Food & Beverage Assistant/Lead | Various | 2014 – 2017: Customer service and team leadership.