



9740932112
 dimri_akash@yahoo.co.in
 Bengaluru

Education

PGDM - Marketing
 (Symbiosis - 2019)
 PGDM - General Management
 (IIM Bangalore - 2016)
 M.B.A – Project Management
 (Alagappa Univ. - 2014)
 B.E – Aviation Electronics
 (A.e.S.I - 2008)

Skills

Technical

Marketing Strategy
 Content Strategy
 Content Marketing
 SEO
 Social Media Marketing
 Graphic Designing
 Web Analytics
 Market Research
 Vendor Management

Tools & Software

Google + Adobe Analytics
 Moz Pro (SEO)
 Marketo (Automation)
 AEM (CMS)
 Photoshop, Illustrator, ID
 WordPress (Web Designing)
 Trello, Wrike

Akash Dimri

Marketing Manager

Marketing professional with 15 years' experience in developing content and marketing strategies, developing teams, and providing end-to-end marketing and communication solutions for sales and product teams.

WORK EXPERIENCE

Molex – Marketing Manager (6 years)

- Lead a dynamic team to deliver marketing & communication strategy and solutions aligned with business goals, brand identity, and positioning.
- Expert in high-quality B2B marketing content such as blogs, whitepapers, case studies, datasheets, brochures, sales presentations, web content, videos, etc.
- Worked closely with product, sales, branding, multimedia, and analytics departments to deliver end-to-end solutions.
- Used advanced SEO, analytics, and AI tools to evaluate performance and update strategies.
- Worked closely with the CX and developer's teams to improve the customer digital experience.
- Demonstrated excellent team building and leadership skills to develop multi-dimensional marketing team.

Achievement: *Integrated content with SEO to increase traffic and lead generation*

- *Successfully set up a photography lab in the Bangalore office*
- *Secured 3 promotions in 4 years.*
- *Successfully managed the team to maintain zero attrition in 5 years.*

Mouser Electronics - Content Marketing Lead (1.5 years)

- Managed a team of content specialists to support end-to-end content marketing for 30+ manufacturers/suppliers.
- Create, curate, and edit content (textual and visual) related to web/product pages and marketing collaterals.
- Web page optimization utilizing SEO and analytics.
- Worked closely with the marketing team to understand campaign objectives and align content creation to marketing timelines and objectives.

Achievement: *Developed a team of 10 content specialists in 1.5 years.*

Sonovision (7.5 years)

Team Lead – Technical Writing (Maintenance Manuals) (1.5 yrs.)

- Content creation for system description, user guides, component maintenance manuals, troubleshooting manuals, and fault isolation procedures.
- Workload planning & distribution, project implementation, and quality analysis.

Certifications

Digital Marketing - 2019

Content Marketing - 2020

SEO Foundation - 2020

Lead Generation - 2021

Brand Strategy - 2021

Google Analytics - 2021

Interests



LANGUAGES

English	★★★★
Hindi	★★★★★
Kannada	★

Technical Content Proofreader (6 months)

Content QA & scrutiny checks for all product divisions in Bangalore.

Achievement: Reduced linguistic errors by 4% in 6 months and trained technical teams to reduce dependency on the QC team.

Team Leader – Technical Writing (Wiring Manuals) (1.5 years)

➤ Workload management, quality/production analysis, and training of recruits

Achievement: Integrated writing and graphic teams to improve overall productivity by 8%.

Illustrator/Graphic Designer (1 year)

➤ Designed Catalogs & brochures for the marketing team.

➤ Designed 2-D illustrations for the electrical department and 3-D for the mechanical.

Technical Writer - Wiring Diagram Manual (3 years)

➤ Authoring, proofreading, and illustration for wiring & schematic manuals.

➤ Modifications of electrical circuits and routes of wire/harness.

➤ Design office drawing analysis & incorporation of the requested modification.