

# Eric Alex

[eric14alex@gmail.com](mailto:eric14alex@gmail.com) | Bangalore, India | [Portfolio](#) | [Linkedin](#)

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## SKILL SET

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- **Core Skills:** Campaign Execution, Content Strategy, Brand Communication, Social Media Marketing, Email Marketing, Performance Marketing
- **Tools & Platforms:** Google Analytics (GA4), Meta Ads Manager, CRM (HubSpot, Zoho CRM), Marketing Automation (Mailchimp, Cunnekt), Product Analytics (Mixpanel, Appsflyer), A/B Testing, Reporting & Dashboards (Metabase)
- **Soft Skills:** Copywriting, Visual Communication (Canva, Figma), Project Management (Notion, Trello)

## WORK EXPERIENCE

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### Tailwebs Technology Pvt. Ltd.

*Business Development Executive*

**Jun. 2024 – Present**

*Bangalore, Karnataka*

Tailwebs Technology Pvt. Ltd. is a Bengaluru-based software development firm known for creating innovative web and mobile applications tailored to various sectors.

- **Tailwebs Technology**
  - Executed outbound campaigns using LinkedIn and email; analyzed performance data to optimize targeting, cadence, and messaging.
  - Managed CRM workflows (Zoho, HubSpot) and marketing automation tools to streamline pipeline and improve lead conversion.
  - Created A/B test variations for cold email subject lines and copy to improve open and reply rates.
- **ShopAR (Internal SAAS Product)**
  - Drove end-to-end go-to-market activities including email marketing, content distribution, and audience segmentation.
  - Developed brand messaging, landing pages, and email sequences.
  - Tracked product usage and campaign data using Mixpanel, GA4, and Metabase to inform content, retention, and conversion strategy.
  - Created sales enablement material and ran structured feedback loops to iterate on messaging based on demo objections.

### Formi

*Content Manager*

**Jul 2023 – Sep 2023**

*Bangalore, Karnataka*

- In 2023, Formi focused on building AI agents to automate event operations like ticketing and payments.
  - I produced 20+ podcast episodes across YouTube and Instagram, increasing monthly followers by 75%.
  - Built content calendar and community engagement strategy, branding guidelines, and a channel growth report.
  - Delivered a performance audit with engagement benchmarks and optimization roadmap.

## PERSONAL PROJECTS / SIDE HUSTLES

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### Prints Lofts | [Visit Website](#)

*Founder and Creative Director*

**Dec. 2024 – Present**

*Bangalore, Karnataka*

- Launched an e-commerce brand selling curated travel prints; owned brand, platform, and CX strategy.
- Handled shooting, editing, product ops, content strategy, and fulfillment end-to-end.

**Travel India Now | [Visit Website](#)**  
*Founder and Creative Director*

**Jul. 2022 – Present**  
*Bangalore, Karnataka*

- Built a travel content platform generating 6.6M+ Pinterest impressions and 363K+ engagements.
- Created SEO-optimized travel pages and curated guides across various Indian states.

## **EDUCATION**

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**St. Joseph's College of Commerce**  
*Bachelor of Business Administration*

**Graduation: April 2024**  
*Bangalore, Karnataka*

## **TOOLS, CERTIFICATIONS & INTERESTS**

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- **Tools:** Canva, Figma, Notion, ChatGPT, HubSpot, Zoho, GA4, SEMrush, Google App Script, Metabase
- **Interests:** Filmmaking, Football, Formula 1, Photography, Graphic Design, Traveling, Gaming.
- **Awards:** Animun, National Short Film Festival ( **Placed 2<sup>nd</sup>** ), Finatex '23, Finance, Analytics and Management Fest ( **Placed 2<sup>nd</sup>** ), Festing Season, Business Fest ( **Placed 3<sup>rd</sup>** ) Graphic Design, Swayam Cultural Fest ( **Placed 1<sup>st</sup>** )