

Vaishnavi Mandadi

Marketing Executive | Digital Marketing | Email Marketing | Lead Generation

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Right to work: Eligible to work in the UK under the Graduate visa route (no sponsorship required)

Profile

Marketing professional with **2+ years' experience** delivering lead generation, email marketing, copywriting and customer acquisition activity within a fast-paced media environment. Generated and nurtured **50+ new customer leads per month** while supporting the customer journey from prospecting and qualification through to relationship management and retention. Experienced in end-to-end email campaign execution, audience targeting, customer communications and market research, with an MSc in Computing providing additional analytical and digital capabilities.

Professional Experience

Marketing Executive	Silicon India	June 2022 – September 2024
India		
- Generated and nurtured 50+ new customer leads per month through targeted outreach, relationship-building and follow-up, contributing directly to the sales pipeline. - Owned end-to-end email marketing campaign execution through the company's in-house communications platform, including copywriting, layout, audience targeting and deployment. - Produced customer-facing marketing copy on a daily basis, developing email content and campaign messaging designed to strengthen engagement and support conversion. - Supported customer acquisition and retention through subscription and membership marketing initiatives, promotional campaigns and ongoing customer communications. - Coordinated marketing campaigns from planning through execution, collaborating with the wider marketing team to deliver campaign activity accurately and on schedule. - Worked closely with the sales team to qualify leads, manage follow-up activity and progress enquiries into engaged, sales-ready prospects. - Managed high-volume customer communication across email and phone, building relationships and providing timely support throughout the customer journey. - Conducted market and customer research to identify prospective audiences and support lead-generation and campaign-targeting decisions.		

Selected Project

Annadata Hub – Direct-to-Consumer Agricultural Marketplace	2025 – 2026
- Conducted primary market research with 30 participants, with 80% supporting a direct farmer-to-customer model; translated findings into the platform's customer proposition, features and user journey. - Designed the end-to-end digital customer experience for a direct-to-consumer marketplace, covering product discovery, ordering, customer-to-seller communication and reviews. - Independently developed and tested the marketplace using Next.js, Node.js and MongoDB, refining the user experience through structured feedback.	

Core Skills

Marketing: Lead generation, email marketing, copywriting, customer acquisition, subscription and membership marketing, campaign coordination, market research
CRM & Customer Journey: Lead qualification, customer relationship management, audience targeting, customer communications, enquiry management, retention support, sales follow-up
Data & Digital: Excel, campaign reporting support, customer and lead data management, in-house CRM/email communications platform, Next.js, Node.js, MongoDB.

Education

University of Lancashire, United Kingdom	January 2025 – May 2026
MSc Computing	
SRM Institute of Science and Technology, India	May 2022
Bachelor's Degree in Electronics and Communication Engineering	