



# # Hello, I'm YASH

With my passion for creating compelling campaigns, and my expertise in marketing, content and user experience, I can contribute tremendously to your business growth. I have 3+ years of experience in bringing B2C and B2B products to life. Before entering the world of Fintech, I had a monotonous job at Amazon. I quit Amazon because of my love for 'everything marketing.' I believe, with my experiences clubbed with an artistic bend of mind and the ability to challenge the status quo, I can be a true asset to your company!!

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My versatile work experiences helps me understand problems better and build awesome & robust solutions.

## Skills

- Software/IT Skills:**  
Python; HTML, CSS, PHP, Javascript
- Design Tools:**  
Adobe Illustrator, Indesign & Photoshop; Figma; Procreate;
- Marketing Tools:**  
Google Analytics; SEMrush; Ahrefs; Hotjar; Zendesk, CRMs
- Analytical Tools:**  
SQL; Tableau; Jupyter Notebooks; Python

## Previous Companies and Roles

 **Streak™**  
Content Strategist

 **QUICKO**  
Growth Hacker

 **amazon**  
Risk Analyst

I am a Storyteller and a Designer who likes to think big and get things done

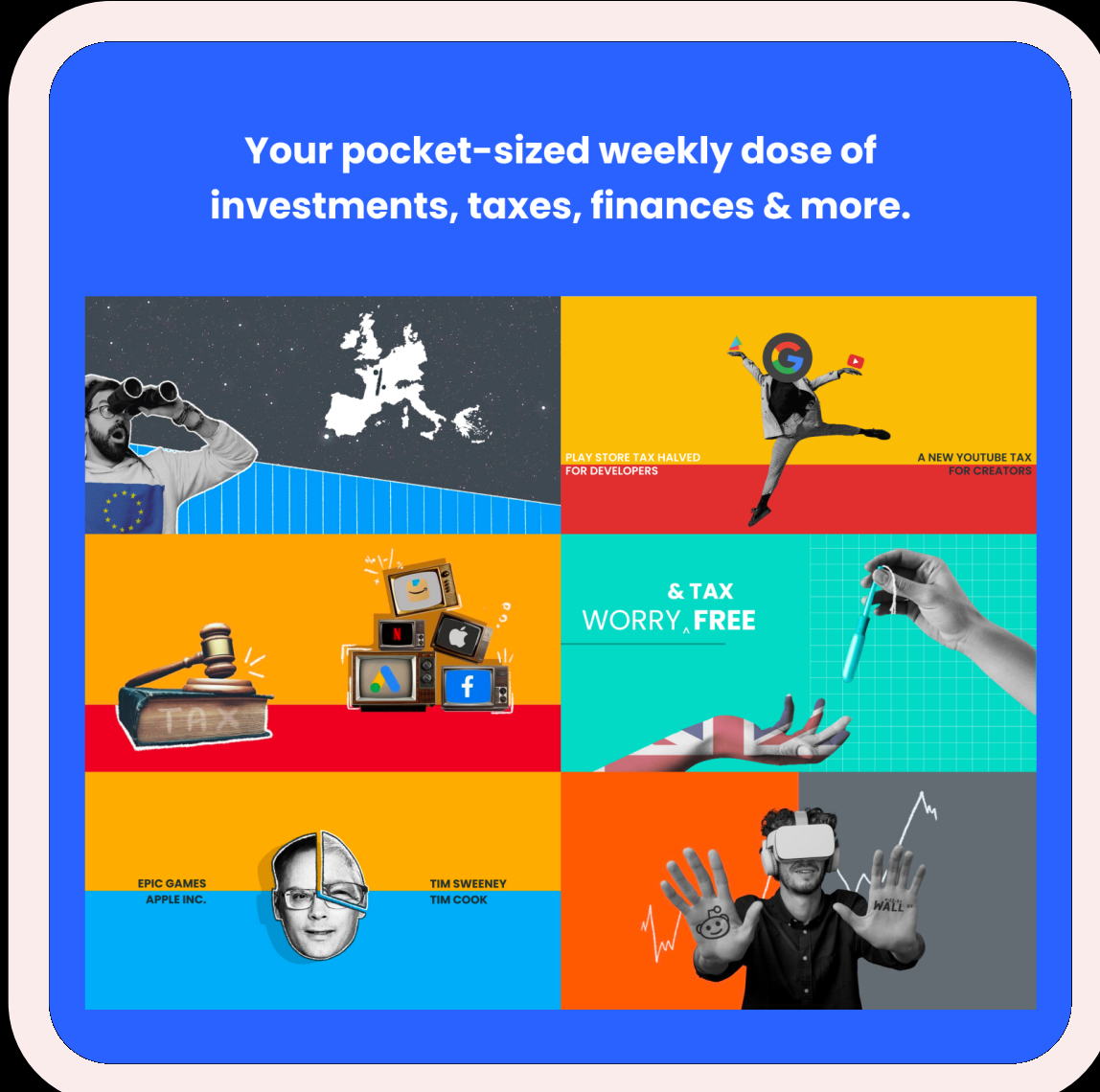
## Highlights

- Launched a Financial Newsletter and scaled it to 50,000 active monthly readers.
- Built Marketing Campaigns for 2 growth startups with 1 reaching profitability and 1 exiting via acquisition.
- Managed and grew teams of high performing growth marketers, content marketers, designers, and developers.
- Created 50+ thought leadership articles and videos generating 1 Lakh+ views.
- Designed the user experience of a product leading to almost 37% user retention rate.
- Ran social media campaigns and posts, thereby increasing the number of followers by 20 times.

## Values

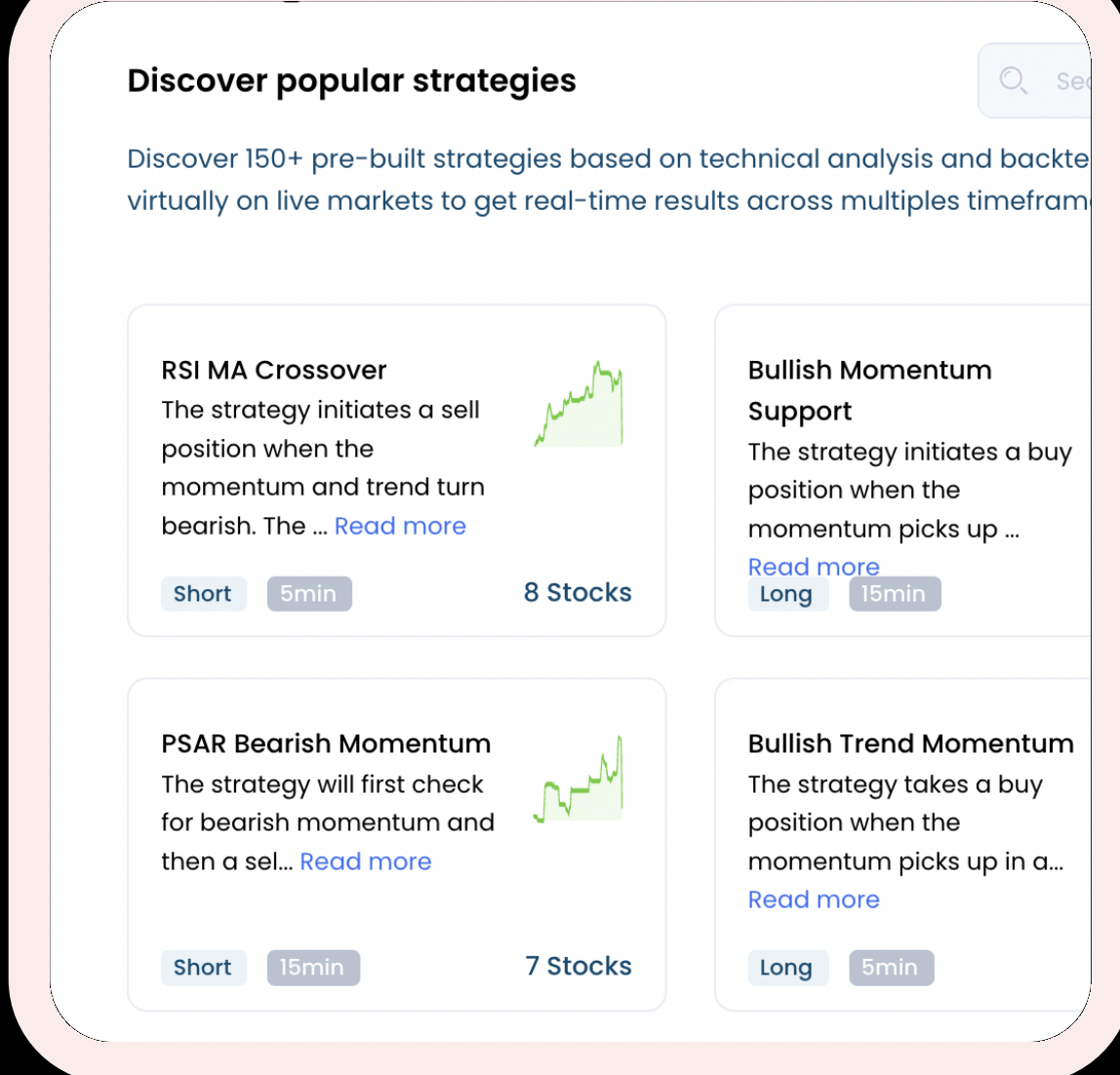
- Action >> Strategy. Make plans but also do the necessary work to bring it to fruition.
- Keeping things simple. Make complex tasks and problems easier for people by breaking them down.
- Tie everything back to the main USP. Linking creativity and abstract ideas back to the main product.
- Tie everything back to revenue. Prioritise and measure work based on revenue impact.
- As quoted by my previous manager, “You’ve learnt the art of learning.”
- Freelance UI/UX Designer. Keep myself up to date and practise what I love during weekends.

## Notable Work



Ideated this wonderful financial newsletter called Bytes. As the Editorial and Project Head, I brought together a diverse team. I wrote about taxes. But they say taxes are annoying!?! Not quite...lookout for articles that talk about Mickey Mouse, The Inca Empire, Dentures, Rock Bands, and what not...but still bring it back home (to taxes) !!

Grew the subscriber list from zero to 50k in 6 months. An important B2C funnel, this property created 15% growth in traffic on Quicko's website.



Create an intuitive user experience for users who use Streak - beginning for user research, interviews, creating journey maps, and designing. Also, wrote the UX copy and content for the entire site.

Links to explore: [streak.tech](https://streak.tech) / [help.streak.tech](https://help.streak.tech)



Grew Streak's Youtube channel organically from 2k to 60k subscribers and the Twitter account from 6k to 12k followers. These acted as an important B2C funnel generating 200 monthly leads.

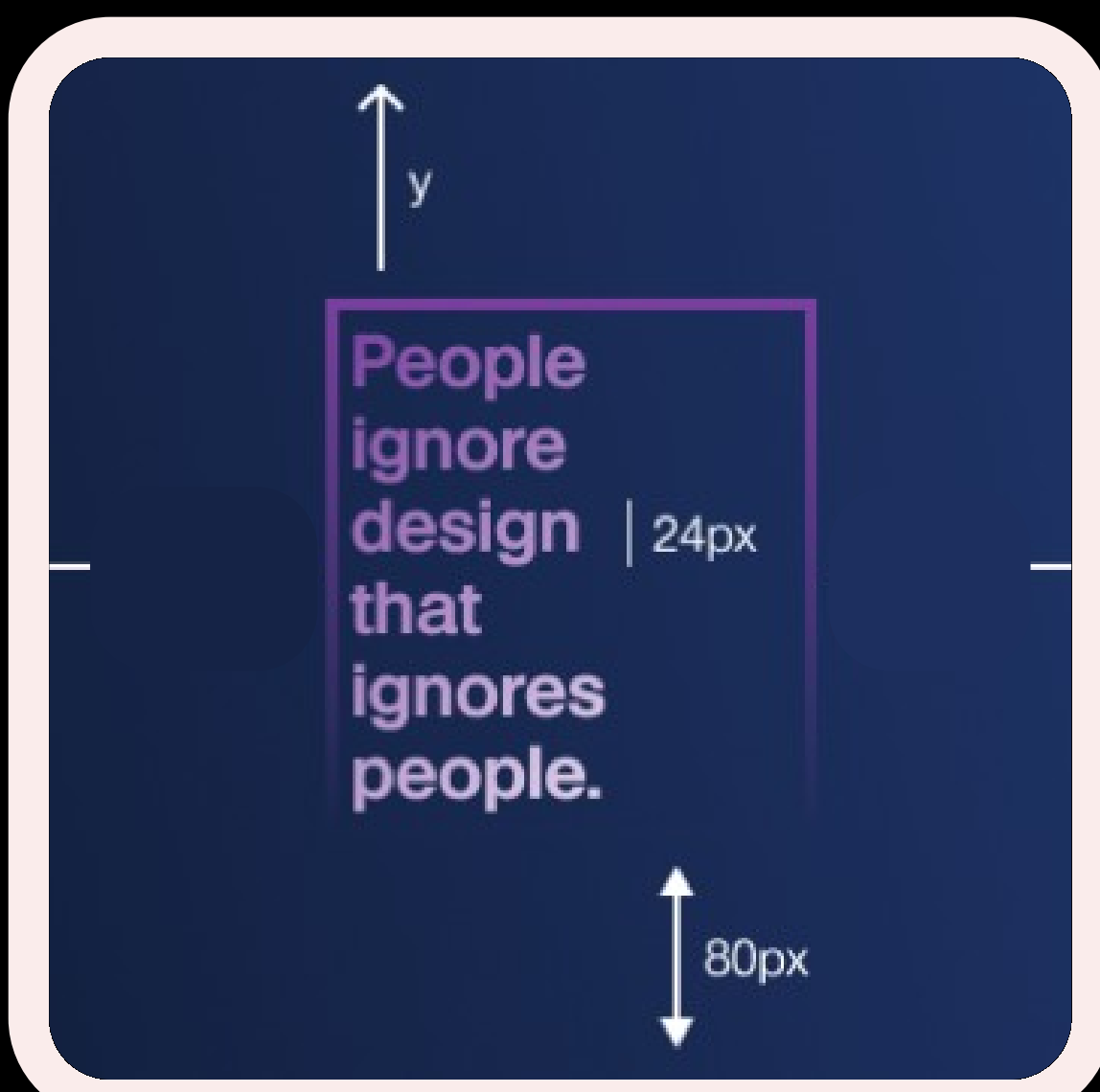
My work included ideating, creating, and producing YouTube videos on Technical Trading, Stock Markets, Related Webinars, and Tweets.



UX Copy, API Documentation, Blogs, Educational Content, Thought Leadership Articles, Social Media Content, Video Scripts, Graphic Design, Search Engine Optimisation and what not. You can see my work in many places all around the website.

It was a role that truly defines 'wearing multiple hats.'

## Various Interests that Compliment my Work



Design is timeless. It is something I love. I am intrigued by how design paves the way for amazing user experiences. Freelancing for UI/UX projects and working on imaginative UI case studies are my best pastimes. I have a keen eye for fine arts. One will usually find me making stunning digital paintings during the night or after working hours. Or on rare occasions, during work. Skim through [my personal website](#) designed and coded by me, from scratch!



Pencil Art and Digital Art are my forte. Since, 2014, not a single day has gone by without sketching. It is an integral part of my personality. I love to depict my thoughts on paper.

Visit my art page on instagram: [@wai.geee](#)



I come from a non-tech & non-design background. Yet, it did not stop me from learning and upskilling. [This Github repository](#) contains all the codes and projects I did while learning Python from Angela Yu's Udemey Course (100 Days of Python- The Complete Python Pro Bootcamp for 2022). Each day's folder is renamed accordingly for easy viewing. I will continue adding new projects to this folder as my all-in-one Python repository.

THANK YOU!!

Thank you for your time and consideration. My work experience, coupled with my affinity to learn, grow, and support the people around me would make me an asset to your company's marketing roles. If you need someone who can experiment, see what's working (and what's not), and challenge the status quo, let's talk.