Ranan Parashar

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Professional Profile

Creative, data-driven marketing professional with a background in helping global brands grow through digital campaigns, brand strategy, and cross-functional project execution. Specialities include developing performance-driven marketing strategies, managing diverse stakeholders, and enhancing brand visibility through SEO, SEA & AI-powered content strategy.

Professional Experience

05/2023 - Present

Associate Consultant: Digital & Content Marketing

ELFIN Consulting | Cologne, Germany

Skillset: Google Analytics, SEO/SEA, Data Analytics, Client Management, Project Management, Graphic Design, Content Strategy, Reporting, Strategic Thinking, WordPress, Adobe Creative Suite.

- Project lead in the development and implementation of market positioning, communication, and global brand strategies, incl. change and stakeholder management.
- Led process improvement projects, mapped workflows, set requirements, and boosted efficiency via targeted optimisation, training and documentation, **earning repeat business through strong client relationships.**
- Co-project lead in the development of communication channel performance dashboards, analysed data and issued optimisation recommendations that lifted engagement results.
- Increased organic traffic by **40%** by executing **SEO-driven content strategy** on WordPress using SurferSEO and Semrush for keyword research and optimisation.
- Developed presentations, brochures, posters, blogs etc. for **generating visibility** and **support sales enablement** & ad hoc marketing tactics (events, campaigns, etc.)
- **Designed the official ELFIN Consulting logo.**

07/2022 - 03/2023

Product & Content Marketing Analyst

L'Oréal | Paris, France

Skillset: Project Management, Market Research, Digital and Social Media Analytics, Content Strategy, SEO, Google Trends, Cross-Functional Collaboration.

- **Launched a new haircare product** by aligning **cross-functional teams** (design, packaging, legal) to meet compliance and release timelines.
- Reduced international media spending by 20% through an in-depth **digital and social media performance analysis** for a hair-care product line across 8 countries.
- **Grew customer engagement by 25%** over 5 months by implementing a scalable content factory for **B2C** campaigns.
- Improved product **visibility** by 18% across **TikTok** and **Instagram** by creating SEO-friendly product labels using insights from Google Analytics and Google Trends.

01/2021 - 06/2021	**Content Marketing Coordinator**

Sol de Janeiro | Paris, France

Skillset: Media Campaign Management, Social Media Strategy, Public Relations.

- **Increased regional awareness by 30% and launched two products** in the Middle East by executing media campaigns and events with regional PR agencies and media houses.
- Improved **social media engagement** by 37% by conducting consumer behaviour analysis on Instagram and TikTok and developing trend-driven targeted content.

07/2020 - 12/2020	**Junior Media Consultant**

TBWA Corporate | Lyon, France

Skillset: Media Relations, Campaign Performance Analysis, Media Planning and Buying.

- Secured 5 media placements for 4 clients across EMEA, APAC and North America, and increased campaign ROI by 17% by **analysing cross-channel performance data** and recommending target media placements.

06/2017 - 08/2018	**Project Manager: UI Design and Development**

Cognizant Technologies | Kolkata, India

Skillset: Project Management, UI Design, HTML, CSS.

- Increased user satisfaction by 43% by **improving UI design** that improved site navigation and overall usability.

Additional Experience

05/2021 - 07/2022	**Head of Marketing**

TEDx | Lille, France

- Grew Instagram following by 82% by executing targeted content and community outreach initiatives

09/2019 - 12/2021	**Social Media Manager**

EDHEC United Nations | Lille, France

- Increased engagement and traffic by over 30% across all social media platforms (Instagram, TikTok, YouTube) by implementing data-driven content strategies.

Education

06/2019 - 05/2022	**Master of Management + MSc in Marketing Management**

EDHEC Business School | Lille, France

07/2013 - 05/2017	**B.Tech in Electronics and Communication Engineering**

SRM University | Chennai, India

Certifications, Languages, and Hobbies

- **Certifications:** Google Analytics (GA4), Content Marketing Foundations, Meta Ads, Digital Marketing Tools.
- **Languages:** English (Native), French (B2), German (A2).
- **Hobbies:** Video Editing, Reading about integrating AI in Marketing.