

Eric Alex

@ eric14alex@gmail.com | Portfolio

Skills

Core Skills

Funnel Analysis, Social Media Strategy, Retargeting Strategy, ROAS Optimization, A/B Testing, Campaign Management

Tools & Platforms

HubSpot, Zoho CRM, Mailchimp, Cunnekt, Canva, Figma, Notion, SEMrush

Performance & Analytics

Google Analytics (GA4), Meta Ads Manager, CRM (HubSpot, Zoho CRM), Marketing Automation (Cunnekt), Product Analytics (Mixpanel, Appsflyer), A/B Testing, Reporting & Dashboards (Metabase)

Soft Skills

Copywriting, Visual Communication (Canva, Figma), Project Management (Notion, Trello), Funnel Thinking

Experience

Tailwebs Technology Pvt. Ltd.
Business Development Executive
Website

Jun. 2024 – Present
Bangalore

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 paid and organic outreach for agency clients via LinkedIn and email; optimized campaign cadence through A/B testing and CTR analysis.
 - Built CRM workflows and audience segmentation using Zoho CRM and HubSpot; automated nurture flows via Cunnekt.
 - Analyzed campaign performance and funnel metrics to refine targeting
- 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.

Projects

Where In India
Visit Now!

September 2025 - Present

- Full-Stack Development:** Developed a high-performance, map-centric travel directory using **Astro**, integrating Google Maps to streamline navigation and eliminate user friction.
- Content Strategy:** Crowdsourced authentic local recommendations via targeted Reddit outreach, building a verified community database to differentiate from AI-generated content.
- Growth & Metrics:** Achieved **900+ active users, 50% engagement and 20+ Positive Reviews** in 28 days by optimizing organic search channels using Ahrefs and Google Search Console.

The Prompt Lib
Visit Now!

July 2025 - Present

- Outreach Strategy (Ads & Social):** Spearheaded a multi-channel Go-to-Market strategy leveraging targeted social media campaigns and digital advertising to drive qualified traffic to the beta launch.
- Growth & Results:** Validated product-market fit by acquiring **~45 active agency users** via closed beta, demonstrating high retention rates and strong willingness-to-pay signals from the target demographic.
- Product Iteration & Feedback:** Established continuous user feedback loops to identify workflow friction.

Prints Loft
Visit Now!

- Content-Led Strategy:** Pivoted to a "Content-First" acquisition model to build brand trust with cold audiences, prioritizing authentic storytelling over direct sales friction.
- Performance Optimization:** Reduced mobile funnel drop-off by **~50%** (73% to 36%) by diagnosing site latency issues and deploying a lightweight, custom-coded landing page.
- Ad Metrics:** Validated market demand with high-efficiency Meta campaigns, achieving a **>5% CTR** and **₹0.94 CPC** through rigorous creative testing.

Travel India Now
Visit Now!

July 2022 - Present

- Organic Scale:** Bootstrapped a viral community generating **9M+ impressions** and **363K+ engagements** via trend analysis and SEO-optimized content.
- Ecosystem Integration:** Engineered a self-sustaining organic funnel redirecting high-intent traffic to Where In India and Prints Loft
- Strategic Pivot:** Analyzed engagement data to pivot toward domestic content, resulting in higher relevance and sustained community growth.

Education

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

April 2021 - April 2024

Profiles

in Eric Alex

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Be eric14alex

Awards

Animun, National Short Film Festival
Placed 2nd

Finatex '23, Finance, Analytics and Management Fest
Placed 2nd

Festing Season, Business Fest
Placed 3rd

o Graphic Design, Swayam Cultural Fest
Placed 1st

Interests

Creative
Filmmaking, Photography, Graphic Design

Sports
Football, Billiards

Entertainment and Games
Formula 1, Gaming - ACC

Outdoors and Others
Travelling, Treking, Exploring New Things