

JAYASRI REMMA

Marketing Professional

Campaign Coordination | Marketing Operations | Digital Marketing



Jayasri Remma

About Me

I am a marketing professional with experience supporting digital marketing campaigns, content creation, social media management, website updates, email marketing, SEO, analytics reporting, and project coordination across UK and US-based businesses.

Throughout my career, I have worked with cross-functional teams, stakeholders, and clients to deliver marketing campaigns, create engaging content, monitor performance, and support business growth. I enjoy combining creativity with data-driven decision-making, whether developing social media content, analysing campaign results, coordinating projects, or improving customer engagement.

My experience spans multiple industries including technology, infrastructure, real estate, hospitality, finance, and professional services, giving me the ability to adapt quickly, manage competing priorities, and communicate effectively with different audiences.

I hold an MSc in International Business Management and an MBA in Marketing, and I am passionate about continuous learning, collaboration, and delivering marketing activities that create meaningful results for customers and businesses.

Chester, United Kingdom

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3+

Years Experience

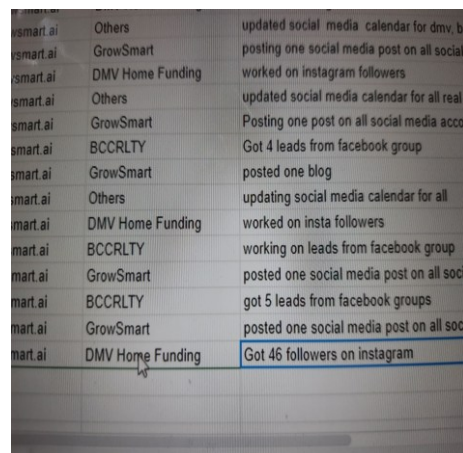
12+

Brands Supported

EMPLOYMENT VERIFICATION — GROWSMART TECHNOLOGIES



GrowSmart ID Card — Jayasri Remma, Project Manager



GrowSmart Technologies Pvt Ltd — Client updates- Work Sample

TEAM & WORKPLACE PHOTOS

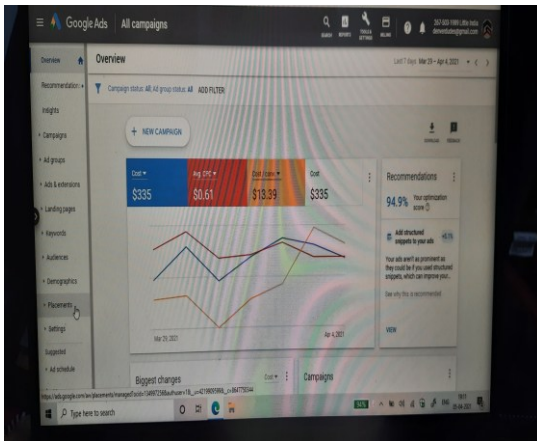


GrowSmart team — active client strategy session

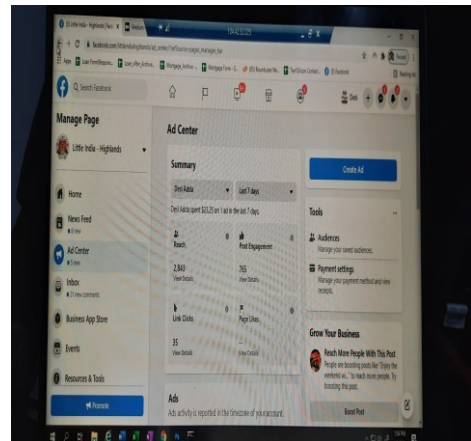


GrowSmart team — post-session group photo

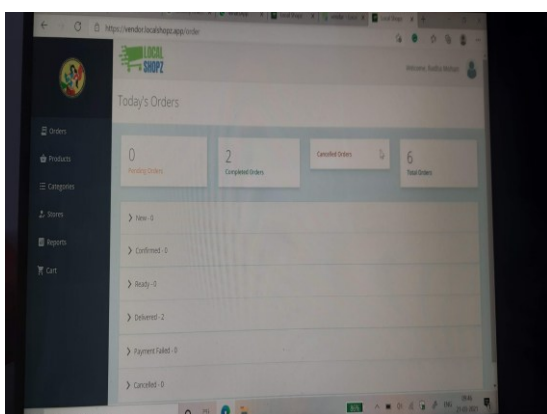
LIVE CAMPAIGN ANALYTICS & DASHBOARDS



Google Ads — Little India · \$335 spend · 94.9% optimisation score



Facebook Ad Center — 2,843 reach · 765 engagements · 35 link clicks



LocalShops vendor dashboard — order & inventory management

GrowSmart-Client Discussion Meeting Minutes and Updates

Jaya Remma <jaya@growsmart.ai> to GrowSmart, Rajanikanth, pavanmk, Chandra, Rashida, saibraramambikab, ankaithidhanush91841, Ganes, lavan,glgl, me Wed, 15 Dec 2021, 17:11 ☆
Hello Team,

These are the Action Items and Minutes of today's meeting on December 15th, 2021:

LittleIndia:

- Write 1 blog for Little India and send it for approval—Charan/Rashida

Real-estate Clients:

- Post 3 to 4 Videos and 1 social media post for all Real estate clients from next month onwards—Rashida
- Post 1 or 2 blogs per month for all Real estate clients from next month onwards—Rashida

DMV Home Funding:

- We have to add the location-specific form in the ad (California and Virginia)—Sunny/Rashida

CHS:

- We have to post a blog from next month onwards—Rashida

Tier1silicon:

GrowSmart-Clients Meeting Minutes

CLIENT WORK SAMPLES — CLIENT-APPROVED SOCIAL MEDIA GRAPHICS



HTX Realty Group — "Under Contract" post · Houston, TX



DMV Home Funding — "Just Closed" post · Cohn St, Houston TX



Little India of Denver — Happy Easter · Client approved



Urban Country Realty — Happy Easter · Client approved



B2B Email Marketing blog cover — Published on GrowSmart



Solutions30 UK — ESPO Framework 256_24 supplier infographic · LinkedIn



Solutions30 UK —DSEI UK welcome Post- LinkedIn



Solutions30 UK —Connected Britain services Post- LinkedIn

CAMPAIGN RESULTS & DELIVERABLES

CAMPAIGN TYPE	SCOPE	RESULTS
Email Marketing	Lead Generation · Mailchimp · Multiple Clients	20% open rate · 20–30 leads in 3–4 weeks
Social Media Management	Content Calendars · FB + IG + LI · 12+ Brands	+20% followers · +15% engagement in 3 months
SEO Strategy	Keyword Research · Uber suggest + SEMrush · US Clients	+30% organic traffic · +12% leads over 6-12 months
Event Marketing	Solutions30 UK · DSEI + Connected Britain 2025	LinkedIn B2B presence · ESPO 256_24 visibility
Real Estate	HTX Realty · DMV Home Funding · BCCRLTY	3–4 posts + videos/client/month
Blog & Content	Blogs · GrowSmart	1–2 client-approved articles/month
Google Ads	Little India Denver · \$335 spend	\$0.61 avg CPC · \$13.39 cost/conv · 94.9% opt. score
Facebook Ads	Little India Highlands · Ad Centre	2,843 reach · 765 engagements · 35 link clicks in 7 days

CLIENT PORTFOLIO — UK & USA

United Kingdom	United States
Solutions30 UK -Technology · Infrastructure · B2B	GrowSmart -Digital Marketing Agency
	HTX Realty Group -Real Estate · Houston TX
	DMV Home Funding -Mortgage · Real Estate
	Full Circle Realty Co- Real Estate · Colorado, TX
	Homezie -Home Services
	EkoMovers -Moving & Relocation
	Little India Restaurant -Hospitality · Denver CO
	Urban Village Grill -Hospitality
	Procure Hospitality -B2B Procurement
	Tier 1 Silicon -Manufacturing · Tech
	Xperts Financials- Financial Services

WORK EXPERIENCE

Feb, 2025 – Nov, 2025

Marketing Assistant

Solutions30 UK

- Assisted with website content creation, updates, proofreading, and ongoing website management.
- Created and maintained a 12-month social media content calendar aligned with company events, exhibitions, and business priorities.
- Designed social media graphics, flyers, brochures, and promotional materials using Canva & Adobe Photoshop.
- Produced blogs, website content, and marketing communications to support brand awareness and customer engagement.
- Generated monthly website and social media analytics reports using platform insights and Google Analytics.
- Collaborated closely with Sales, HR, and operational teams to support marketing activities and stakeholder requirements.
- Managed multiple marketing requests and priorities while maintaining excellent attention to detail and meeting deadlines.
- Designed LinkedIn event posts for DSEI UK 2025 and Connected Britain 2025 (ExCeL, London)
- Created ESPO Framework 256_24 supplier infographics — B2B public sector audience targeting
- Supported the planning and delivery of marketing campaigns across digital channels, ensuring activities were completed within agreed timelines.

Jun, 2020 – Aug, 2022

Project Manager/Coordinator

GrowSmart Technologies Pvt Ltd, India

- Coordinated digital marketing projects across multiple client accounts, ensuring successful campaign delivery and stakeholder satisfaction.
- Supported campaign planning, project scheduling, and workflow management across website, SEO, social media, and email marketing activities.
- Collaborated with designers, developers, SEO specialists, and content teams to deliver integrated marketing campaigns.
- Monitored campaign performance using Google Analytics and SEMrush and prepared reports for clients and management teams.
- Assisted with CRM administration, email marketing campaigns, and customer communication activities.
- Conducted competitor research, keyword analysis, and market research to support marketing strategy development.
- Managed project documentation, meeting schedules, action logs, and client communications.
- Supported multiple concurrent projects while maintaining quality standards and meeting deadlines
- Led full-funnel digital campaigns across Facebook, LinkedIn, and Instagram for 12+ clients
- Built and managed Social Media Content Calendars (SMCC) — scheduling via Heropost, Hootsuite, Buffer
- Executed Mailchimp email campaigns achieving 20% open rates and 20–30 leads per campaign within 3–4 weeks
- Coordinated cross-team deliverables via Trello, Jira, and Asana — daily task tracking across all clients
- Managed Google Ads campaigns (\$335 spend, \$0.61 avg CPC, 94.9% optimisation score for Little India)
- Ran Facebook Ad Centre for hospitality clients — 2,843 reach, 765 engagements, 35 link clicks in 7 days
- Grew GrowSmart LinkedIn page by 369 followers in a month through targeted content strategy

EDUCATION & CERTIFICATIONS

QUALIFICATION	INSTITUTION	STATUS
MSc in International Business Management	University of East London, UK	First class with distinction-2024
MBA in Marketing	Sreenidhi institute of science and technology, India	First class with distinction-2020
Bachelor of Technology in Electronics and communication engineering	Megha Institute of Science and technology for women, India	First class with distinction-2016

CERTIFICATIONS	INSTITUTION	STATUS
Digital Marketing Course	HubSpot Academy	Certified in 2026
Email Marketing Software	HubSpot Academy	Certified in 2026
Social Media Marketing	HubSpot Academy	Certified in 2026
Project Management Foundations	LinkedIn Learning	Certified in 2023
Excel: Advanced Formulas & Functions	LinkedIn Learning	Certified in 2023

TOOLS & PLATFORM PROFICIENCY

SEO & Analytics	Social Media
Google Analytics, SEMrush, Uber suggest, Screaming Frog, Yoast SEO	Heropost, Hootsuite, Buffer, Meta Ads Manager, LinkedIn Campaign Manager.
Email Marketing	Design & Creative
Mailchimp, HubSpot, Zoho CRM	Canva, Adobe Photoshop, Adobe Creative Suite
CMS & Web	Project Management
WordPress and Google Ads	Trello, Jira, Asana, Microsoft Excel, Power BI

CORE SKILLS SUMMARY

◆ SEO / GEO Strategy	◆ Email Marketing (Mailchimp)	◆ Social Media Management
◆ Content Writing & Blogging	◆ Google Ads Management	◆ Facebook Ads / Ad Center
◆ Canva Graphic Design	◆ Adobe Photoshop	◆ WordPress
◆ Google Analytics	◆ SEMrush / Uber suggest	◆ Project Coordination
◆ Audience Segmentation	◆ Campaign Reporting	◆ Brand Strategy
◆ Content Calendar Planning	◆ Client Communication	◆ Team Collaboration

PUBLISHED BLOG ARTICLES

B2B Email Marketing and Its Best Practices You Need to Try

Published on GrowSmart

A practical guide covering subject line crafting (under 60 chars per Mailchimp guidance), personalisation with custom fields, conversational tone, scannable formatting, and the single-CTA rule for B2B campaigns. Demonstrates content marketing expertise and understanding of B2B vs B2C strategy differences.

Website Optimization Through SEO: Your Golden Ticket to Success

Published on GrowSmart

Deep-dive into combined SEO and website optimisation — covering ROI (14.6% search close rate vs. traditional marketing), PPC + SEO co-dependency, and how first-page Google rankings capture 33% of all search traffic. Written to demonstrate SEO thought leadership for client audiences.

Boost SEO Ranking with Freelance Digital Marketing Services

jayasriemma.com · October 2024

Practical guide to improving organic search rankings through content strategy, off-page SEO, and freelance digital marketing services for SMEs and startups in the UK market.

CONTACT

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