

# KAVYA RAGHAVAN

Chennai, India • Open to Bangalore & Mumbai (On-site/ Hybrid)  
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## PROFILE

Marketing and brand specialist with 10 years' experience across B2B SaaS and global brand marketing, including 5+ years at Freshworks across CX, CRM and ITSM. Experienced in driving growth through brand strategy, digital marketing, SEO, website transformation, campaigns and international expansion initiatives.

## EDUCATION

**MSc Marketing Communications** — University of Westminster, London | 2025

## EXPERIENCE

**Freshworks | Brand Marketing Specialist – IPO Rebrand & Digital Growth | 2021–2023**

- Led website transformation across 10,000+ pages, improving site architecture and conversion pathways.
- Drove SEO and brand messaging initiatives contributing to ~400% organic traffic growth and 5x increase in MQLs/SQLs.
- Managed landing-page optimisation and A/B testing across four product lines, improving conversion by 15–25%.

**Freshworks | Corporate Marketing Associate – Brand Strategy & Repositioning | 2019–2021**

- Drove key workstreams for Freshworks' 360° brand repositioning and IPO readiness through market analysis and campaign coordination.
- Developed global brand guidelines and supported rollout across six international markets.
- Led a webinar campaign targeting US/UK audiences, generating 2,000+ leads.

**Freshworks | Corporate Marketing Specialist – International Expansion | 2018–2019**

- Led localisation initiatives across 36 languages supporting expansion into 12 international markets.
- Reduced localisation turnaround timelines from four months to three weeks.

**Haworth | Client Experience & Marketing Executive | 2015–2017**

- Managed international marketing calendars and coordinated 9+ global events across regional teams.
- Improved client engagement and showroom performance through coordinated events and campaigns.

## CORE SKILLS

Brand strategy, campaign marketing, SEO, website marketing, content strategy, brand communications, stakeholder management, international expansion, cross-functional leadership.

## TOOLS & PLATFORMS

Google Analytics, HubSpot, Figma, Webflow, Asana, Trello, Adobe Creative Suite, Freshdesk.