Elisha Claessen

Marketing Strategist: brand, employer branding and growth

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Profile

Marketing strategist with three years' experience across agency, startup and consulting roles. I build brand and acquisition systems that move sceptical audiences to commit, connecting creative work to measurable outcomes.

Experience

Creative Strategist, Employer Branding & Marketing, Metana Dec 2024 – present

- Manage six accounts across Instagram, Facebook, LinkedIn, TikTok and MeWe
- Direct a 5-member creative team from brief to delivery
- Contributed to 20 qualified leads and 2 enrolments in the initial campaign phase

Strategy & Branding Lead (Independent Consultant), AuroraRCM Nov 2024 – Dec 2025

- Great Place to Work score from 69% to 92%, and first-ever certification
- 12,000+ candidates and 60+ strategic hires
- 5+ university MOUs and the company's first University Engagement Framework

Manager, Strategic Planning, Inspirex Jul 2024 – Nov 2024

- Built the Looker Studio dashboard unifying Meta Ads, web analytics and CRM data
- Cut cost per lead by about 30% without increasing total spend
- Contributed to securing 3 major edtech accounts

Marketing Consultant (Part-Time), Elvoir Dec 2023 – Oct 2024

- Instagram from 0 to 2,000+ followers in under 12 months
- Social contributing over 50% of monthly sales at peak periods
- Designed a three-phase funnel: awareness, trust, conversion

Senior Executive, Strategic Planning, Inspirex Oct 2023 – Jul 2024

- Contributed to a campaign that won two SLIM DIGIS 2024 awards
- Led influencer and multi-platform content strategies: engagement up by as much as 50%, follower bases up 30%
- Supported work contributing to 70% more client acquisition and 40% revenue growth for key accounts

Management Trainee, Inspirex Sep 2023 – Oct 2023

- Identified and approached 30+ Australian institutions independently
- Secured high-level meetings with two universities in the first month
- Promoted within 30 days: the youngest and fastest-promoted employee in company history

Education

BSc (Hons) International Business Management 2021 – 2023

Staffordshire University, UK, followed at Asia Pacific Institute of Information Technology (APIIT), Sri Lanka. First-Class Honours. Admitted to the APIIT honour roll.

Diploma in Business Feb – Oct 2021

Swinburne University of Technology, Australia, followed at Nawaloka College of Higher Studies, Sri Lanka. 3.875 / 4.0 GPA, with 7 High Distinctions and 1 Distinction.

Cambridge Advanced Level (Commerce) 2018 – 2020

Lyceum International School, Wattala. A in Business Studies, B in Accounting, B in Economics.

Awards and leadership

- Contributed to a campaign awarded Best Digital Marketing Campaign in Education and Best Use of AI Technologies, SLIM DIGIS 2024
- Chairperson, Start-up Summit '23

- Organising committee, Extravaganza ’22
- Distinction, Speaking Verse and Prose (Grade 4), London Academy of Music and Dramatic Art, 2016/17

Tools

Looker Studio, Meta Ads Manager, LinkedIn campaigns, SEMrush, SimilarWeb, Fanpage Karma.