

Shreya Pandey

Brand Strategist & Designer | MBA (Marketing)

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EXECUTIVE SUMMARY

A creative and analytical MBA candidate specialising in Marketing with hands-on experience in brand strategy, digital marketing, & lead generation. Proven ability to turn market research into actionable insights and design compelling brand identities. Eager to apply a strong foundation in both the creative and analytical aspects of marketing to drive brand growth.

EDUCATION

Harcourt Butler Technical University (HBTU), Kanpur Master of Business Administration (MBA) - Marketing	Uttar Pradesh, India August 2024 - June 2026
Lucknow University, Lucknow Bachelors of Science - Biology	Uttar Pradesh, India August 2020 - June 2023

SKILLS SUMMARY

Core Skills:	Brand Strategy, Digital Marketing, Social Media Marketing, SEO, Lead Generation, Market Research, Content Strategy, Paid Ads
Tools & Software:	MS Office Suite (Excel, PowerPoint), Google Workspace, Adobe Creative Suite (Photoshop, Illustrator), Canva
Soft Skills:	Creative Thinking, Strong Communication, Analytical & Problem-Solving, Collaboration & Teamwork
Platforms:	Google Analytics, Social Media Analytics (LinkedIn, Instagram, YouTube)

WORK EXPERIENCE

Apprentice - Marketing & Designs FunnelPro Labs	August 2024 - July 2025
<ul style="list-style-type: none">A specialised marketing and lead generation agency delivering 360-degree solutions for clients in the FinTech sector.Contributed to the development of brand and marketing strategies by conducting in-depth market research and competitive analysis to identify key consumer insights for FinTech clients.Designed and systemised complete brand identities for 5+ clients, creating logos, detailed brand guidelines, and core visual assets to establish a strong and cohesive market presence.Supported lead generation campaigns by executing multi-channel marketing initiatives, managing client communication, and tracking campaign KPIs through detailed performance reports.	
Intern - Marketing FunnelPro Labs	June 2024 - September 2025
<ul style="list-style-type: none">Executed a high-volume LinkedIn lead generation strategy under the founder's direct mentorship, sending 50-70 weekly outreach messages to secure an average of 10 sales calls and contribute to 5 monthly client conversions.Functioned as a direct apprentice in the full sales cycle by supporting client calls, managing follow-up communications, and implementing client nurturing strategies learned on the internship.	

PROJECTS

LinkedIn Branding & Lead Generation Freelance Client Project LINK	August 2025 - Present
<i>Skills: Brand Strategy, Content Creation, Lead Generation, Performance Analytics, Canva</i> <ul style="list-style-type: none">Collaborated in a 3-person team to execute tailored 60-day content and engagement strategies for two clients (a founder and a coach).Revived a client's inactive profile to exceptional growth in visibility and engagement, with key metrics like Impressions and Engagements increasing by over 400%. The overall aggregate growth across all tracked KPIs was 281% and generated 5 qualified sales leads within 30 days, while establishing the second client's brand authority from the ground up.	
Brand Designing Freelance Client Project LINK	August 2025 - September 2025
<i>Skills: Brand Strategy, Market Research, Client Management, Logo & Graphic Design</i> <ul style="list-style-type: none">Developed the complete visual identity for 3 clients in different industries (IT, Finance, Personal Branding), handling everything from market research to designing their logos and brand rulebooks.Delivered a unique and professional look for each client, helping them stand out from competitors and maintain a consistent brand image across all their materials.	

POSITION OF RESPONSIBILITY

Marketing Coordinator - E-Cell, HBTU	September 2025 - Present
<ul style="list-style-type: none">Collaborating with the E-Cell team to plan and promote entrepreneurship-focused events and workshops for the student body.	
Event Coordinator - BIZ HUNT'25 - EVENT	April 2025
<ul style="list-style-type: none">Led a 33-member team to successfully execute a university-wide startup competition, drawing over 20 teams from all major engineering and management departments.	
Junior Marketing Coordinator - DOMS, HBTU	September 2024 - June 2025
<ul style="list-style-type: none">Managed the department's social media presence and helped organize internal marketing events as an active member of the department's marketing club.	

CERTIFICATIONS

Brand Management - Udemy	September 2025
<ul style="list-style-type: none">Completed a 13-hour certification covering the end-to-end process of building a brand, from strategy and KPIs to execution with modern tools.	
Advance Digital Marketing Course - Safalta.com	February 2023
<ul style="list-style-type: none">Completed an intensive 100-hour course covering the full spectrum of digital marketing skills, from website development to social media ad campaigns.	