

# Shreya Pandey

MBA (Marketing)

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## EXECUTIVE SUMMARY

A results-driven MBA (Marketing) candidate with hands-on experience in client communication, business development, and brand strategy. Skilled at turning client goals into actionable marketing strategies and driving measurable growth through digital and creative solutions. Experienced in handling live projects across industries, managing client relationships, and supporting campaign execution from concept to delivery. Eager to contribute to organizational growth by combining marketing insight with strategic thinking and strong relationship management skills.

## EDUCATION

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

## SKILLS SUMMARY

<b>Core Skills:</b>	Lead Generation & Prospecting, Market Research & Competitor Analysis, Brand Strategy, Digital Campaign Strategy (Google Ads, Meta, LinkedIn)
<b>Soft Skills:</b>	Strong Communication, Analytical Problem Solving, Collaboration & Teamwork, Strategic Thinking
<b>Platforms:</b>	MS Office Suite (Excel, PowerPoint), Google Workspace, LinkedIn Sales Navigator, Google Analytics, Canva

## WORK EXPERIENCE

<b>Apprentice - Marketing   FunnelPro Labs</b>	<b>August 2024 - July 2025</b>
<ul style="list-style-type: none"><li>Supported client campaigns by executing multi-channel marketing initiatives and coordinating between design and strategy teams.</li><li>Worked on 5+ client brand identities from strategy to design ensuring consistency across campaigns.</li><li>Conducted market research and client analysis to identify marketing opportunities and pitch data-driven brand solutions.</li><li>Helped improve lead generation outcomes through collaboration between creative and marketing teams.</li></ul>	
<b>Intern - Marketing   FunnelPro Labs</b>	<b>June 2024 - September 2024</b>
<ul style="list-style-type: none"><li>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.</li><li>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.</li></ul>	

## PROJECTS

<b>LinkedIn Branding &amp; Lead Generation   Freelance Client Project   <a href="#">LINK</a></b>	<b>August 2025 - Present</b>
<i>Skills: Brand Strategy, Market Research &amp; Competitor Analysis, Lead Generation &amp; Prospecting, Content Creation, Performance Analytics</i>	
<ul style="list-style-type: none"><li>Collaborated in a 3-person team to execute tailored 60-day content and engagement strategies for two clients (a founder and a coach).</li><li>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.</li></ul>	
<b>Brand Designing   Freelance Client Project   <a href="#">LINK</a></b>	<b>August 2025 - September 2025</b>
<i>Skills: Brand Strategy, Market Research &amp; Competitor Analysis, Client Management, Logo &amp; Graphic Design</i>	
<ul style="list-style-type: none"><li>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.</li><li>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.</li></ul>	

## POSITION OF RESPONSIBILITY

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

## CERTIFICATIONS

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