

Shreya Pandey

Marketing & Branding Executive

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EXECUTIVE SUMMARY

MBA (Marketing) student with hands-on experience in branding, marketing, lead generation, and consultative sales. Experienced in LinkedIn lead generation, brand strategy, and client communication through internships, freelance projects, and a current sales role. Interested in building AI driven marketing systems that drive customer acquisition and business growth.

EDUCATION

Harcourt Butler Technical University (HBTU), Kanpur
Master of Business Administration (MBA) - Marketing

Uttar Pradesh, India
Aug 2024 - Jun 2026

Lucknow University, Lucknow
Bachelors of Science - Biology

Uttar Pradesh, India
Aug 2020 - Jun 2023

SKILLS SUMMARY

Core Skills: Growth Marketing, Lead Generation & Prospecting, Market Research & Competitor Analysis, Brand Strategy & Positioning, Digital Marketing Campaigns, Consultative Selling, Customer Communication, Client Relationship Management

Soft Skills: Strong Communication, Analytical Problem Solving, Collaboration & Teamwork, Strategic Thinking

Platforms: MS Office Suite, Google Workspace, Google Analytics, Chat GPT, Gemini Pro, Adobe Creative Suit & Canva

WORK EXPERIENCE

Inside Sales Executive | GemPundit.com

Jan 2026 – Present

- Consult 20–30 customers weekly via calls and WhatsApp, recommending gemstones such as Yellow Sapphire, Blue Sapphire, Emerald, Ruby, and Opal.
- Explain gemstone quality, authenticity, and pricing to help customers make informed purchase decisions.
- Manage follow-ups with 30+ leads and convert qualified inquiries into confirmed orders.
- Coordinate with operations to ensure smooth order fulfillment and positive customer experience.

Marketing Apprentice | FunnelPro Labs

Aug 2024 – Jul 2025

- Worked with the marketing team on brand building and lead generation initiatives for multiple clients.
- Coordinated with marketing and creative teams to execute campaigns and ensure consistent brand communication.
- Contributed to brand identity development for 5+ clients and conducted market and competitor research to support marketing strategy.

PROJECTS

LinkedIn Branding & Lead Generation | Freelance Client Project

Aug 2025 - Dec 2025

Skills: Brand Strategy, Market Research & Competitor Analysis, Lead Generation & Prospecting, Content Creation, Performance Analytics

- Collaborated in a 3-person team to execute a 60-day LinkedIn content and engagement strategy for two clients (a founder and a coach).
- Increased profile engagement and impressions by over 400% by reviving an inactive LinkedIn presence.
- Achieved 281% growth across tracked KPIs and generated 5 qualified sales leads within 30 days.

Brand Designing | Freelance Client Project

Aug 2025 - Sept 2025

Skills: Brand Strategy, Market Research & Competitor Analysis, Client Management, Logo & Graphic Design

- Developed complete brand identities for 3 clients across IT, finance, and personal branding industries.
- Conducted market research and designed logos and brand rulebooks to maintain consistent brand communication across platforms.

POSITION OF RESPONSIBILITY

Senior Marketing & Cultural Coordinator - DOMS, HBTU

Aug 2025 - Present

- Managed the department's social media presence and helped organize internal marketing events as an active member of the department's marketing club.

Event Coordinator - BIZ HUNT'25 - EVENT

Apr 2025

- Led a 33-member team to successfully execute a university-wide startup competition, drawing over 20 teams from all major engineering and management departments.

CERTIFICATIONS

Brand Management - Udemy

Sept 2025

- 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

Feb 2023

- Completed an intensive 100-hour course covering the full spectrum of digital marketing skills, from website development to social media ad campaigns.