

# Shreya Singhal

## CONTACT DETAILS

shreyasinghal507@gmail.com

+91- 998261188

[Linkedin.com/in/singhalshreya](https://www.linkedin.com/in/singhalshreya)

## EXPERIENCE

### Examarly — Marketing and Product Associate

Examarly is a B2C SaaS ed tech startup assisting UPSC aspirants by providing professionally designed study plans and effective revision schedules, web and app based.

JAN 2022 - AUG 2022 (8 months)

- Managed the product and cross-functional team communication, and oversaw Examarly's feature development from inception to implementation.
- Ideated features according to user feedback and aligned them with business goals while creating the product requirements.
- Translated product strategy into detailed product requirements documents (PRDs) with wireframing, test cases and use cases definition, UI design creation and final product development by the dev team.
- Worked closely with the design, engineering and business teams on the development, QA and release of the features.
- **Tools Used**- Figma, Mixpanel, Confluence, Jira, FullStory, Google Analytics

### AutoVRse — Marketing Associate

Service providers building customized Virtual & Augmented Reality (VR/AR) applications, helping enterprises across several key functions.

JULY 2021 - SEP 2021 (3 months)

- Prepared a content strategy for the LinkedIn company page.
- Worked on the strategy and copy for the campaigns, managed social media brand accounts and handled other digital marketing tasks.
- Improved the average engagement on social media handles and personal employee handles.

## EDUCATION

Degree	Institution	Month of passing	CGPA
BBA	Symbiosis Centre for	June, 2021	7.00

## SKILLS

- Product Roadmaps
- Competitive Research
- Cross-department effective communication
- Product ideation
- Strategy and requirement implementation
- Feature prioritization
- Goal Alignment between various stakeholders

## ACCOMPLISHMENTS

- Built an audience of **47k+ followers** on LinkedIn through an effective content marketing strategy.
- Conducted a **2-day workshop** for Jain (Deemed to be) University, Bangalore 1st and 2nd year BBA students on 'Social Media Strategies'.

(Majors- marketing & entrepreneurship)	Management Studies, Pune		
Higher Secondary	St. Mary's Convent Sr. Sec. School	April, 2018	8.2
Secondary	St. Mary's Convent Sr. Sec. School	April, 2016	8.6

## INTERNSHIP EXPERIENCE

### Recykal — Social Media Strategy Intern

AUG 2020 - OCT 2020 (3 months)

- Prepared a content strategy to drive inbound leads through employees profiles on LinkedIn.
- Developed engagement strategies, outbound strategies and analysed the performance.
- Generated inbound leads and increased the average engagement on the social media handles.

### Giftonic — Digital Marketing Strategy Intern

AUG 2020 - AUG 2020

- Conducted the launch of the startup by conducting a 3-day virtual summit- Gift of Hope
- Led a cross-functional team of 5 to work on speaker outreach, email marketing campaigns, social media promotions and influencer marketing campaigns.
- The event was a grand success, crossing **15k+ views** on FB Live.

### Kumba— Marketing and Web Development Intern

MAY 2020 - JULY 2020

- Overhauled Kumba's website by redesigning website pages and improving mobile responsiveness.
- Built a digital marketing strategy involving email copies, blogs and social media posts.
- Created content for LinkedIn and Instagram- worked on the graphics and the marketing copy.

### AHA Solar Pvt. Ltd.— Digital Marketing Intern

APR 2020 - MAY 2020

- Formulated a strategy planner and social media content calendar.
- A growth of **233%** in the follower count (LinkedIn company page)

## PROJECTS/VOLUNTEER EXPERIENCE

- **The Liberated Gazette**, a newsletter started along with batchmates aimed at giving a platform to the public to share their art, their write ups and more. Was responsible for handling the marketing of the newsletter. To have a look at the newsletter: <https://linktr.ee/theliberatedgazette>
- **Climate Reality Project, Volunteer-** Successfully organized marketing visits, conducted events like treks, cyclothons and visits. Delivered presentations in institutions to communicate the need for sustainability initiatives.
- **Sympulse College Fest, SCMS Pune-** Part of the core team for annual college fest, handled operations and managed the junior core security team throughout the fest.

was achieved within 2 months with 17 posts.

## **Super Saiyan** — *Social Media Marketing Intern*

JAN 2020 - FEB 2020

- Led the social media strategy for an upcoming startup inaugurated in October'19 from its very foundation on Instagram.
- Came up with different organic social media campaigns and created the overall content for Instagram.

