

Shaurya Sharma

Senior Marketing Executive

To leverage my professional experience for the growth of an organization, and to increase my marketing skills to a higher level that can offer new challenges.



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WORK EXPERIENCE

Senior Executive CRM & Business Analyst The Good Glamm Group

01/2023 - Present

Roles and Responsibilities

- Conducted comprehensive requirements analysis, leading to a 35% reduction in project ambiguities.
- Excel, MS Project, and SPSS for Competitor Analysis & developed emerging Business Models!
- Acquiring, engaging, and enriching user segmentation by optimizing omni channels.
- Leverage consumer insights from data knowledge to max!
- Creating customer segmentation and testing automated triggers and drip campaigns to enhance flawless execution and excellent customer experience!
- Planned, delivered, drove, and monitored CRM initiatives using marketing automation software/tools like Clevertap and Webengage!

Senior Marketing Executive Sunshine Tea House Pvt. Ltd.

01/2022 - 12/2022

Roles and Responsibilities

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, SEO, content distribution, email marketing, and trackbacks.
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords increasing the traffic by 32%.
- Increased brand awareness through the creation and management of social media channels, boosting social media engagement by 86%.

Operation Management Dotpe Pvt. Ltd.

04/2021 - 01/2022

Roles and Responsibilities

- Responsible for executing ATL & BTL campaigns and in-app campaigns.
- Growth Marketing planned, tracked, and coordinated with the operation, supplying digital teams to drive order targets.
- Analyze data to identify trends, patterns, and opportunities for improvement and optimize digital processes to improve the efficiency of the business.
- Developed value-added business strategies and a compressive rebranding effort that boost yearly revenue by 52%.

SKILLS

- Python
- SQL
- Tableau
- Statistical Analysis
- Critical thinking
- Analytical reasoning
- Attention to detail
- Strong communication skills
- System Analysis
- Reporting & Analysis

PROJECTS

Optimize Journeys to enhance revenue
(02/2022 - Present)

ACHIEVEMENTS

3.5X Revenue Growth from Jan'23 to Jan '24 with 3X improvement in ROI in Good Glamm group

4X Revenue Growth MOM and 3.5X improvement in ROI in Good Glamm group

Increased Brand Awareness through Social Media by 72% in Sunshine Tea House Pvt. Ltd.

Optimize operations resources by 65% in Dotpe Pvt. Ltd.

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

EDUCATION

Master of Business Administration

ICFAI Business School
07/2019 - 02/2021

Bachelor of Technology

Hindustan College of Science & Technology
08/2015 - 07/2019