

Minarva Priyadarshini

Senior Growth Catalyst

Dynamic marketing specialist with a creative mindset to solve real-world problems. With a year of hands-on experience in B2B Sales & Content Creation. Adept at conducting market research, identifying growth opportunities, & developing strategic plans. Proven track record in building & nurturing long-term client relationships, lead generation & client engagement. Strong analytical skills & teamwork skills are a plus. Committed to continuous growth of client & employer success.



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WORK EXPERIENCE

Senior Growth Catalyst Salesamore

06/2023 - 07/2024

Achievements/Tasks

- Collaborated with 12+ clients
- Crafted 100+ SEO-optimized pieces for LinkedIn and blogs
- Boosted visibility by 50% and lead generation by 35%
- Optimized strategies for a 15% conversion boost and 10% lower acquisition costs
- Resulted in 30% traffic increase and 25% higher engagement

PERSONAL PROJECTS

Vehicle Accident Alert System (07/2022 - 06/2023)

- Created an IoT based project using Arduino UNO.
- Used GPS module & GSM module for tracking purpose.
- Detects mishap and alert the emergency services as well as contacts.

EDUCATION

Bachelor of Technology

Government College of Engineering, Keonjhar

07/2019 - 06/2023

8.64

B.Tech

- Computer Science & Engineering

Intermediate (ISC)

Ispat English Medium School

03/2018 - 05/2019

64.20%

SKILLS

Canva

B2B Sales & Marketing

Lead Generation

Sales Strategy

Client Engagement

LinkedIn Outreach

Project Management

Content Creation & Marketing

Presentation

CERTIFICATION

PCAP: Programming Essentials in Python
(08/2021 - 10/2021)

CCBA - Certification of Capability in Business Analysis
(04/2024 - 04/2024)

Business Analytics with Excel (04/2024 - 04/2024)

PMP - Project Management Basics (03/2024 - 04/2024)

Email Marketing - Infosys Springboard
(12/2023 - 01/2024)

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Odia

Full Professional Proficiency

INTERESTS

Web Savvy

Singing

Learn

Sporting

Explore

Health

Plantation