

Contact Me



+91 9371170696



shubhamshankarpawar@gmail.com



Chhatrapati Sambhajnagar,
Maharashtra

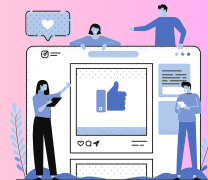


<https://www.linkedin.com/in/shubhamshankarpawar/>



Shubham Pawar

Marketing Enthusiast



About Me

Dynamic and imaginative marketer with a fervent enthusiasm for driving brands to new heights through captivating storytelling and innovative strategies. Adept at crafting engaging content plans that resonate with target audiences across diverse digital platforms. Proficient in creating visually arresting assets that leave a lasting impression and fuel integrated campaigns across various channels. Experienced in the art of social media marketing, with a proven track record of forging fruitful influencer collaborations. Always on the lookout for the latest digital marketing trends and cutting-edge platforms, striving to deliver unparalleled brand experiences that leave a lasting imprint on consumers' minds.

Education

• **CGPA: 9.3/10**

2020 – 2022



Masters of Management Studies (MMS)

Majors: Marketing, Minors: Digital Marketing
Welingkar Institute of Management, Mumbai

• **CGPA: 7.6/10**

2015 – 2019



Bachelor of Engineering (BE)

Specialization: Civil Engineering
Sinhgad College of Engineering (SCOE), Pune

Certifications

- Digital Marketing:
- Content Marketing:
- Social Media Marketing:
- Microsoft Office (PowerPoint, Excel, Word):
- Analytics:

Skills

- Creative Thinking Skills
- Interpersonal & Communication Skills
- Collaboration Skills
- Persuasion Skills
- Analytical & Critical Thinking Skills

Interest



Sketching
&
Painting



Creative
Writing



Cooking



Cycling



Travelling



Reading
Books

Experiences

Associate Consultant

Infosys Limited, Pune

May 2022 – Present

- Responsible for anchoring E2E presales activities for the successful conversion of RFPs for Analytics prospects by collaborating with multiple stakeholders including sales, delivery, risk management and finance teams.
- Developed content for internal & external audiences relaying product/solution strategies (both sales & technical-centric) and value propositions, including client presentations and sales training materials.
- Spearheaded various RFXs with many client-winning proposals including activities of client research, technical solutions, collateral/response development (White Papers, Presentations, Case Studies and Pricing).

Marketing Intern (During MMS) June 2021 – Aug 2021

Ocupetal Marketing & Consulting, Mumbai

- Learnt about concepts of digital marketing in growing sales and conducted primary research, to understand the learning requirements of students regarding digital marketing course.
- Promoted Advanced Digital Marketing Course on various social media platforms and generated multiple leads for the same.
- Generated leads from hotels/resorts, restaurants, travel and hospitality sector business from Igatpuri and Thane region of Maharashtra for the company.
- Worked on influencer marketing for clients to drive the course message to the target audience.

Engineering Intern (During BE) Aug 2018 – May 2019

Sinhgad Services (Sahyadri RMC Plant), Pune

- Sinhgad Services provided an opportunity for me to work on my final year project and also sponsored the same.

Projects

During Management Studies (2021 – 2022)

- Major: The Effect of Customer Satisfaction, Service Quality, Brand Image & Customer Trust on Customer Loyalty in the Banking Sector.
- Minor: Review Ecommerce Business Models with Reference to Online Industry in India.

During Engineering Studies (2017 – 2019)

- Major: Partial Replacement of Fine Aggregate by Foundry Sand in Concrete.
- Minor: A Study of Construction Techniques using Tunnel Boring Machines (TBM).

Volunteer Experiences

2016 – 2018

- Design Team Member for Sinhgad College Fashion Show Team.
- Decoration Head for Civil Department during Sinhgad Karandak Fest.
- Sponsorship Team Member for Sinhgad Karandak Fest.