

Shweta Tyagi

Professional Portfolio



Shweta._@edu.escp.eu



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Introduction



About me

- I'm a versatile professional with a strong academic foundation in management and digital transformation from renowned institutions in Europe and India. Experienced in project management, business strategy, and stakeholder engagement across diverse industries.

Personal Interests

- I excel in driving growth and innovation. Fluent in multiple languages, I am committed to continual learning and thrive in collaborative settings, while also enjoying pursuits in Sketching, photography, and event management.



Professional Experience

2019

2022

2023

Assistant Project Manager

Demonstrated expertise in strategic sales, customer training, cost reduction, efficiency improvement, and resource optimization within project management roles.

Business Strategy Analyst

Showcased ability to develop effective strategies, draft compelling presentations, and optimize customer engagement through targeted content, resulting in exceeding sales projections and cost savings.

Project Assistant Intern

Exemplary negotiation, stakeholder management, and international collaboration skills demonstrated through cost reduction, stakeholder satisfaction enhancement, and effective team alignment in a high-pressure corporate environment at Unilever.



Educational Background



ESCP Business School

2023 - 2025

I am pursuing a Master's in Management specializing in Digital Transformation, where I gained expertise in data analytics, project management, and strategic marketing, preparing me for dynamic leadership roles in today's evolving business landscape.



Footwear Design & Development Institute

2014 - 2018

I pursued a Bachelor of Design in Fashion Design, focusing on coursework encompassing PR & Communication, Retail Management, Consumer Behavior, Business Development, Organizational Skills, Ethics & Values, and Sustainability.

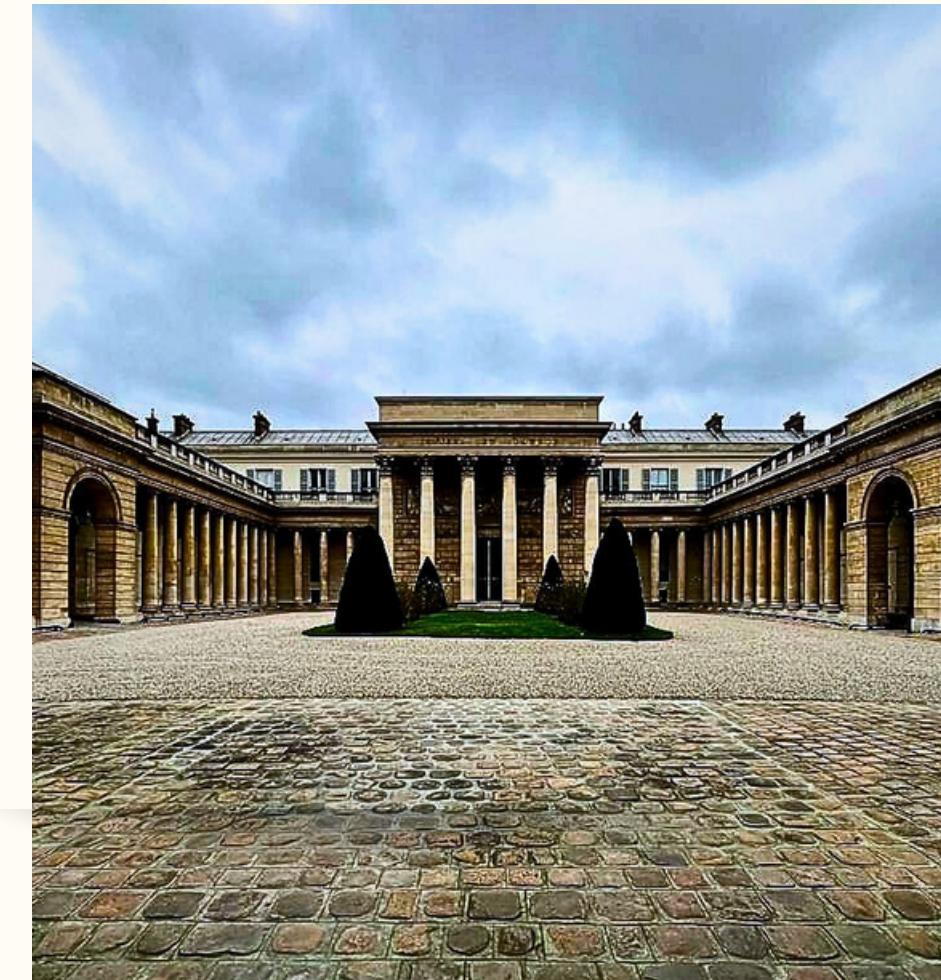
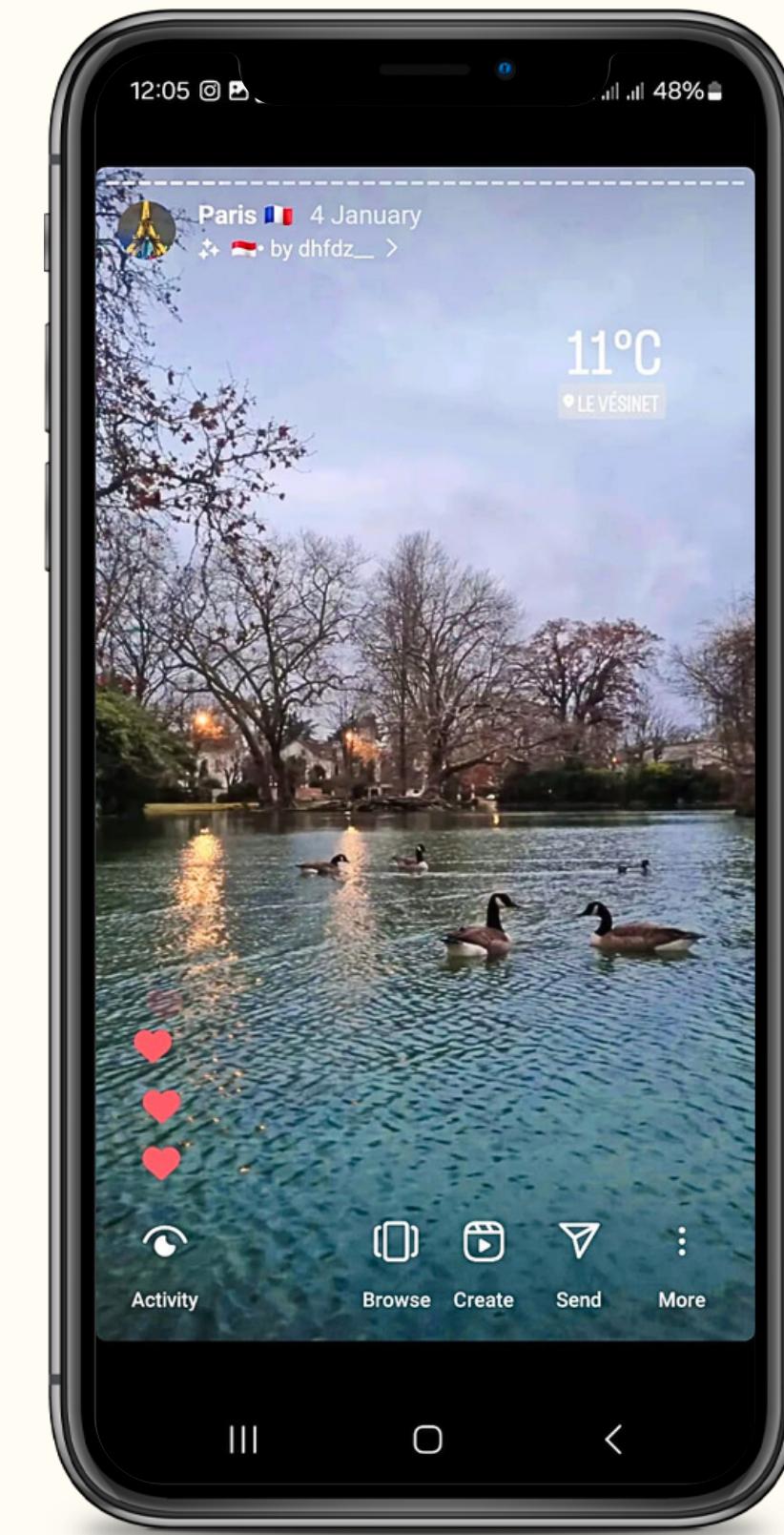
Art Corner



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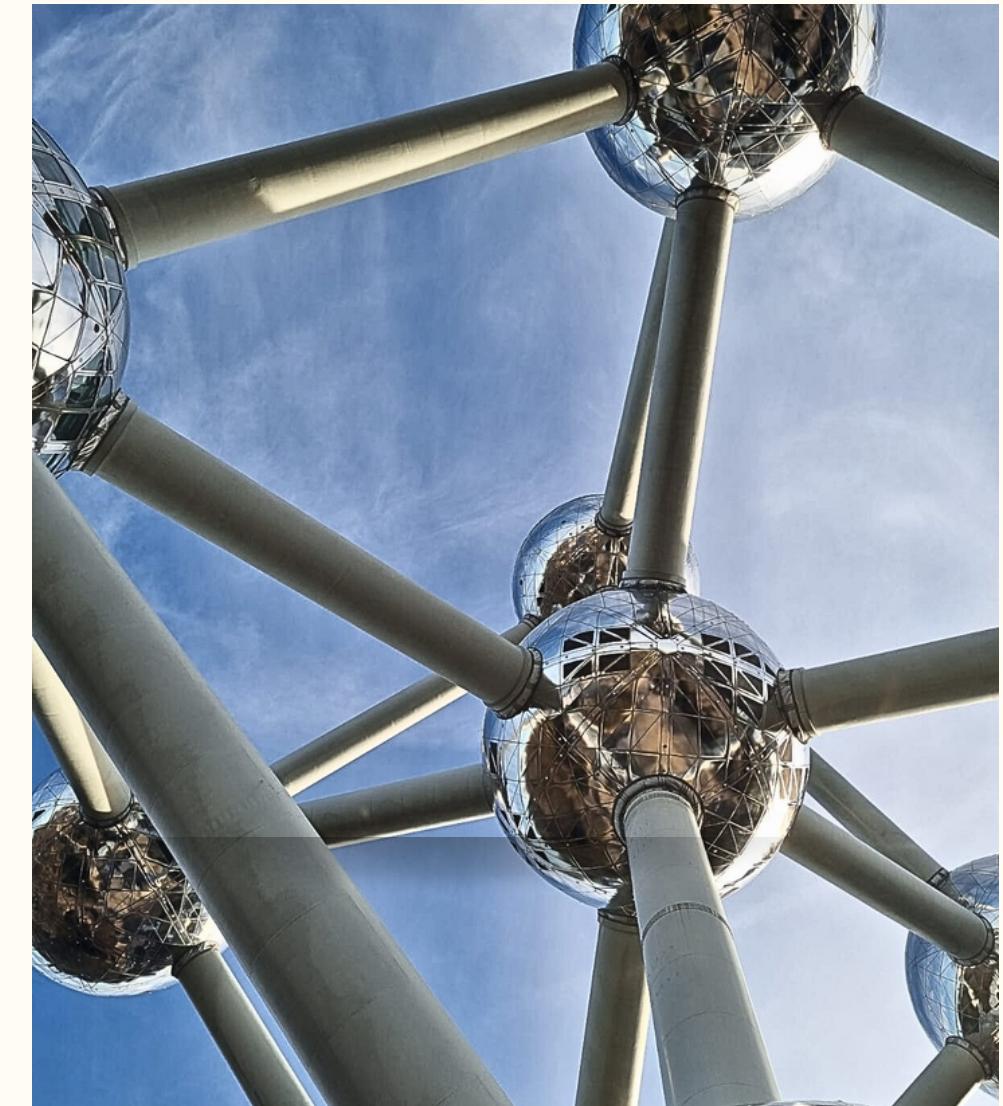
Photography

Landscapes



Photography

Abstract



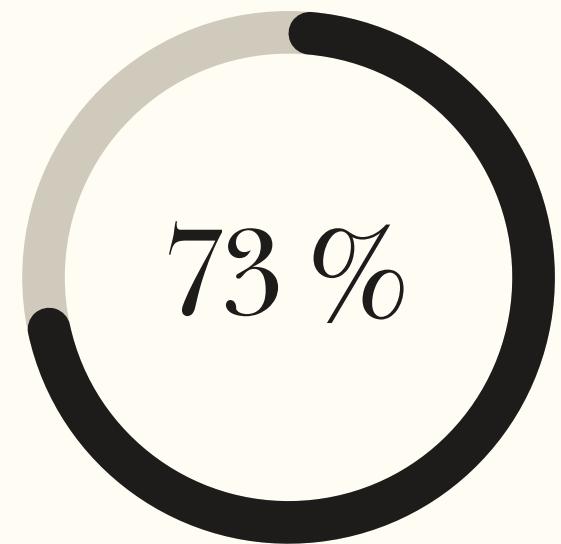
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Design Project

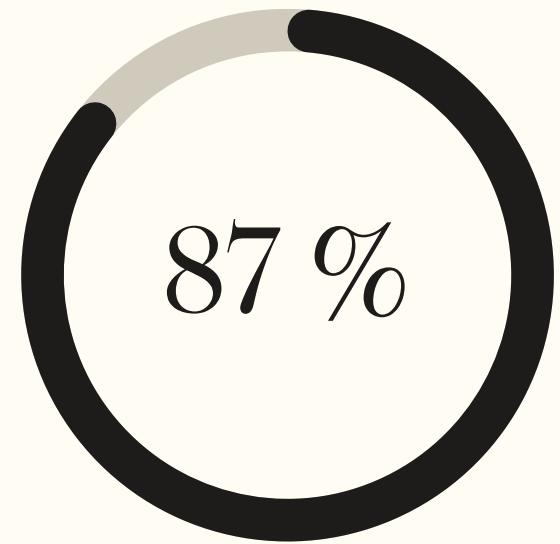


Personal Skills

Proficient in a wide array of IT tools and software, including MS Office Suite, Google Analytics, and Salesforce, and possess strong interpersonal skills, adept at stakeholder management, collaboration, and critical thinking, fostering rigorous teamwork and efficient stakeholder engagement.



SEO



Marketing Design



CRM

Certifications





Project Management Foundations

Course completed by Shweta Tyagi

Mar 04, 2024 at 10:57PM UTC • 3 hours 32 minutes

Top skills covered

Project Management

Head of Content Strategy, Learning



The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Program: PMI® Registered Education Provider
Provider ID: #4101
Activity #: 41015ZTOKN
PDUs/ContactHours: 3.25
Certificate ID:
877c132163e5ed1c73b4a805724fbef71979a45c2b23e2ca48f31542899f1e4





Jan 17, 2024

Shweta

has successfully completed

Business Analysis & Process Management

an online non-credit project authorized by Coursera Project Network and offered through

Coursera

Mahi Ismail
Researcher & Assistant Lecturer

PROJECT CERTIFICATE



Verify at:
<https://coursera.org/verify/SQR9GREFA627>

Coursera has confirmed the identity of this individual and their participation in the project.



Generative AI for Digital Marketers

Course completed by Shweta Tyagi

Feb 14, 2024 at 11:25PM UTC • 29 minutes

Top skills covered

Digital Marketing

Artificial Intelligence for Business

Generative AI

Head of Content Strategy, Learning

Certificate ID: a2b35436fe372a3f8f2d55211195b575c62e0366a093df0ddcd1d57bd6bda502





Jan 18, 2024

Shweta

has successfully completed

Search Engine Optimization (SEO) with Squarespace

an online non-credit project authorized by Coursera Project Network and offered through
Coursera

Heather Dileepan

Heather Dileepan
Subject Matter Expert
Freedom Learning Group

PROJECT CERTIFICATE



Verify at:
<https://coursera.org/verify/SJGBSMPP2TLF>

Coursera has confirmed the identity of this individual and their participation in the project.

Recognitions



2012



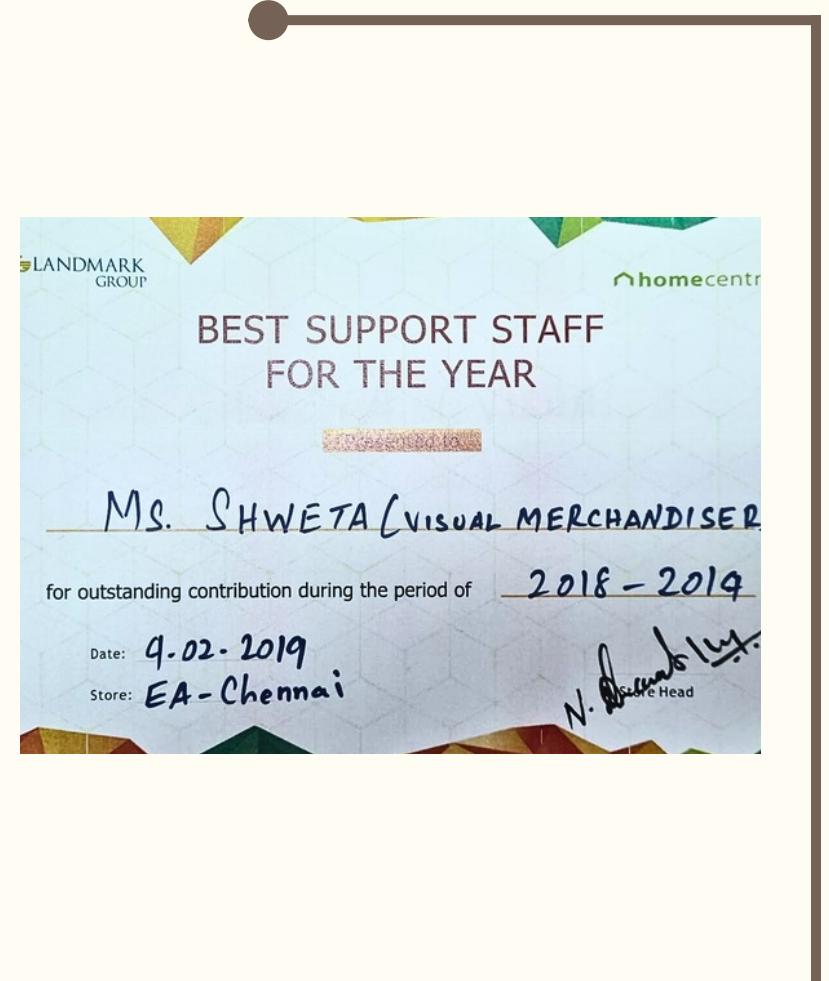
2015



2017



2020





Testimonials



ANUJ AHUJA · 1st

Reg. Concept Manager - Abu Dhabi & Alain || Ex-Home Centre India Landmark Group || Ex-Attitude
(Kitply India & Tvilleum Scambirk (Denmark)) collaboration || Ex-Gautier Furniture (French brand with KK
Birla group India)

August 13, 2023, ANUJ managed Shweta directly

It's rare that you come across standout talent like Shweta. I was very impressed by creativity , agility and to do attitude of Shweta. She always strived for the best and did very well. Her creative thinking always showed best commercial returns , being a visual merchandiser she could add commerciality to all her planned displays. she will always be an asset to any team she works for. I wish Shweta all the very best for her future endeavours.



Gouthem Jacob · 1st

Area Visual Merchandiser at Allen Solly

August 13, 2023, Gouthem worked with Shweta on the same team

Shweta and I worked together closely, most of the times at Express Avenue, Chennai given the professional ends that we are at. I admire her approach to design, and her team management & planning to meet the business needs is commendable. Functional thinking towards design philosophy and strategy, stands out among all other skills that she possesses. She is a designer with a no-nonsense approach to work. Given the multitude of skills that she looks to explore in life, believe she masters enough and keeps growing.



Testimonials



Swaris De Silva · 1st

Visual Merchandiser - South

August 11, 2023, Swaris managed Shweta directly

All LinkedIn members

On



A quick learner with lots of creativity and people skills. Communicates effectively and manages team members very well. Handles difficult situation with ease.



Pooja Singh · 1st

Le Marche | Ex Heads Up For Tails | Ex Landmark group | Ex Pantaloons | Ex Sybly Industries Limited | FDDI

August 11, 2023, Pooja was senior to Shweta but didn't manage Shweta directly

All LinkedIn members

On



Shweta is an honest, dependable, and creative person. She is a keen learner and she is the one who thinks out of the box in critical situations. Beyond that, she has excellent team management, time management skills, and ppt skills.

Thank You