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# Shreya Srivastava

📍 Lucknow, India

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## EXPERIENCE

### Customer Success Associate

#### Recruit CRM

July 2022 – Present | New Jersey, USA (Remote)

- Developed and maintained Confluence docs for internal teams and **articles for public**, enhancing the software usage and understanding by a huge margin.
- Created professional Loom videos for tutorial and “how-to” purposes, assisting users and mentees with various features and functions.
- Delivered one-on-one customer video call support to 1000+ clients across different time zones, resolving their issues and offering tailored solutions with curated resources and software walkthroughs, achieving a whopping 100% customer satisfaction rate.
- Automated various customer workflows with zaps using Zapier, such as data entry, email notifications, interview scheduling, reporting and analytics, etc., saving clients time and money.
- Provided prompt and effective service to 1800+ customers with chat-based requests, with a median response time of 30 seconds.
- Coordinated with product and engineering teams to address customer queries and bugs, and created JIRA tickets for the engineering team to resolve customer issues within 24 hours.
- Developed multiple multi-step product tours of the app for easy navigation of software and better FTUX.

### Business Development Executive

#### Map Consulting

September 2021 - October 2021 | Newport Beach, California (Remote)

- Generated 23% more leads: Conducted cold email campaigns, contributing to a 23% increase in qualified leads for services as per the analytics report.
- Doubled client portfolio: Sourced multiple potential clients, doubling the company's client base in the talent acquisition role.
- Increased client engagement by 17%: Applied strategic communication, resulting in a 17% boost in long-term client partnerships.

### Customer Relationship Management Specialist

#### BrandTouch & Analytics

July 2021 - September 2021 | India (Remote)

- Connected P&G with Global Consumers: Digitally linked global brands like **P&G** with consumers for enhanced engagement.
- Onboarded 700+ Institutions: Successfully engaged and onboarded 700+ colleges nationwide for P&G collaboration.
- Catalysed Student Opportunities: Facilitated nationwide student opportunities, impacting careers across India by connecting with various placement officers across Indian Colleges.

### Operations Intern

#### Vidyakul

November 2020 - January 2021 | India (Remote)

- Worked as an **Operations Intern** and developed essential content that boosted website traffic by ~15% according to the Google Analytics report.
- Managed multiple business modules, ensuring smooth operations and on-time delivery.
- Collaborated with cross-functional teams to improve efficiency and productivity.

### Internshala Captain and Campus Ambassador

#### Internshala

September 2020 - December 2020 | India (Remote)

- Taught soft skills to 230+ students** from different colleges and disciplines, ranking among top 10 ISP captains.
- Increased soft skill training enrolment by a significant figure as a top seller ISP captain.
- Worked as an Internshala Student Partner (ISP) and Campus Ambassador, gaining experience in training, marketing, and event management.

### Operations Supervisor

#### Vidyakul

August 2020 - November 2020 | India (Remote)

- Interviewed 70+ individuals and hired 30+ potent teachers, as an **Operations Supervisor** thereby improving teachers hiring efficiency by a great margin.
- Conducted HR rounds with aforementioned 30+ teachers, ensuring that only the best teachers were hired.
- Managed a team of 9 operations interns, providing them with guidance and support.

# Digital & Social Media Marketing Specialist

## The Brandiverse

June 2020 - November 2020 | India (Remote)

- Amplified brand recognition significantly via targeted **digital and social media marketing** initiatives.
- Secured ~150 fresh clientele through strategic digital and social media campaigns, yielding substantial undisclosed revenue growth.
- Received a **Letter of Recommendation** for exceptional inputs and outputs, demonstrating strong communication and interpersonal skills.

## PROJECTS

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### Dive deep in Google Slides

Coursera

- Dived in deep in Google Slides, and did a project on a cloud computer using rhyme.com under the advisory of Dr. Melissa Al-Shaer.

## EDUCATION

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### Bachelor of Commerce

Isabella Thoburn College • Lucknow, India • 2022

### Intermediate

Major in Commerce • **La Martiniere Girls' College** • Lucknow, India • 2019

### Matriculation

Major in Computer Science • La Martiniere Girls' College • Lucknow, India • 2017

## CERTIFICATIONS

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I have multiple certifications under my belt, and have leveraged the skills, which I gained while pursuing them, at my work a lot. I majorly certify in Customer Success Management, Marketing and Product Management.

To name a few: Customer Success Management specialization, Google Digital Marketing, Marketing Certifications from Coursera, etc.

All of them can be found at: [linktr.ee/Shreya\\_Certification](https://linktr.ee/Shreya_Certification)

## SKILLS

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**Technical Skills:** Atlassian Products (Confluence, JIRA, etc.), Zapier, API Testing, Chrome Extensions, Loom, AI Tools, Scribe, Marketing Analytics, Hiring

**Soft Skills:** Customer Success, Customer Service, Intercom, LinkedIn Optimization, Human Resource, Talent Acquisition, Business Development and Operations

**Software:** Intercom, Custify, Sprinto, Stripe, Slack, Calendly, Gather, MS Office, Google Workspace, CRM and ATS Software.

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