

# Shreya Srivastava

Final Year Student, Bachelor of Commerce.

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## EXPERIENCE

### Map Consulting- Business Development Executive

SEP 2021 – OCT 2021

- Worked as a Business Development Executive and worked on company's various tasks.

### Brandtouch & Analytics- Customer Relationship Management Specialist

JULY 2021 - SEP 2021

- Connected global brands([P&G](#)) to the consumers digitally and directly.
- Contacted **700+** Colleges and Institutions/Universities, nationwide and got them onboarded for P&G company.
- Facilitated opportunities, for students and communicated the same to the training and Placement Offices across India.

### Vidyakul- Sales, Marketing and Management Operations Intern

NOV 2020 - JAN 2021

- Developed essential content to facilitate smooth business.
- **Handled 100+ business modules** of the company.

### Internshala- Internshala Captain and Campus Ambassador

SEP 2020 - DEC 2021

- **Taught soft skills** like Communication skills, leadership, etc. to students from different colleges and disciplines amongst top seller ISP captains.
- [Internshala Student Partner \(ISP\)](#) at Internshala.
- Campus Ambassador of Internshala at Isabella Thoburn College.

### Vidyakul- Operations Supervisor

AUG 2020 - NOV 2021

- Worked as an [Operations Intern](#), and interviewed **500+ individuals**.
- **Hired 100+ potent teachers**, after interviewing them, and undergoing HR round with them.

### The Brandiverse- Digital & Social Media Marketing Specialist

JUN 2020 - NOV 2021

- Worked on [digital and social media marketing](#) for the company: particularly endorsing of company's products, and did direct client interaction.
- **Successfully got 150+ clients** for the company and thus received a [Letter of Recommendation](#) for exceptional inputs and outputs.

## EDUCATION

### Bachelor of Commerce:

[Isabella Thoburn College](#), Lucknow.

Percentage- 85.66 (till 4<sup>th</sup> semester)

### Senior Secondary & Matriculation:

[La Martiniere Girls' College](#), Lucknow.

Class 10: 90.6% - ICSE

Class 12: 77% - ISC

## SKILLS

Human Resource · Talent Acquisition · Digital Marketing · Business Development and Operations · MS Office · Google Workspace · Marketing Analytics · Hiring

## PROJECTS

Coursera Project Network

- Dived in deep in Google Slides, and did a project under the advisory of Dr. Melissa Al-Shaer.

## POSITION OF RESPONSIBILITY

- Worked in Gandhi Corner, a nonprofit club which aims to save Girl Child.
- Senior Representative of PALS (Protectors of animal life and surroundings) in 2019.

## CERTIFICATIONS

- [Google Digital Marketing](#) ID- QMP3V8F63
- [Internshala Digital Marketing](#) ID- 64877E38-83DF-9BAA-2BCA-B1A05F6F7E0C
- [New Models Of Business In Society](#)
- [Marketing Analytics](#)
- [Google Analytics For Beginner](#)
- [Advance Google Analytics](#)
- [Google Analytics For Power Users](#)
- [Getting Started With Google Analytics 360](#)

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