Shreyanshi Seth

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EDUCATION

VIT Bhopal University   *June 2021 – July 2025*
- B.Tech in Computer Science and Engineering (CGPA: 8.34)
- **Clubs:** Event Management (FinTech Club) | Outreach Team Member (Dev Code Community)

PROJECTS

Sales Enablement Dashboard [Github](#)   *February 2024 – March 2024*
- Developed an interactive **Power BI dashboard** to visualize sales performance, including metrics like **conversion rates, lead-to-sale ratio, and average revenue per lead**.
- Conducted data analysis to identify **high-potential learner segments**, improving sales targeting by **25%**.
- Automated sales reporting, reducing manual effort by **40%**.

Lead Engagement & CRM Optimization [Github](#)   *March 2024 – April 2024*
- Developed and automated **email and WhatsApp marketing campaigns** to engage prospective learners.
- Integrated a **CRM tool** to track lead interactions, boosting lead-to-sale conversion by **15%**.
- Built a **predictive model using Python** to forecast customer churn, optimizing retention strategies.

SKILLS

- **Sales & Marketing:** GTM strategies, sales enablement, lead engagement, and customer segmentation.
- **Business & Analytics:** Data analysis (Power BI, Excel, SQL), CRM tools, and performance tracking.
- **Technical:** Python, SQL
- **Soft Skills:** Communication, presentation, collaboration, and problem-solving.

WORK EXPERIENCE

Internshala Student Partner   *January 2022 – September 2022*
- Led **marketing campaigns**, boosting campus engagement by 50%.
- Organized **career workshops**, increasing participation and student sign-ups by 30%.
- Delivered promotional presentations, enhancing **brand visibility** and awareness.

CERTIFICATIONS

- HubSpot Sales Enablement Certification
- Foundations: Data, Data Everywhere (Coursera)

ACHIEVEMENTS

- **GSSoc'24 Contributor:** Worked on statistical projects, optimizing models & algorithms for better accuracy.
- **Tech Conference Organizer:** Organized a **500-participant tech conference**, boosting engagement and brand presence.