**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**](https://github.com/Shreyansi88/Sales-Dashboard-) *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](https://github.com/Shreyansi88/Lead-Engagement-CRM-Optimization)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.