



# GAYATRI SRIVASTAVA

## MARCOM EXECUTIVE

### CONTACT

- 8707045573
- srivastavagayatri1503@gmail.com
- bangluru,KA,560035
- <https://www.linkedin.com/in/gayatri-srivastava-296478226>

### EDUCATION

2024-2026  
MANIPAL UNIVERSITY,JAIPUR

- Master of Business Management.

2018-2022  
RAMA UNIVERSITY

- Bachelor in Agriculture Sciences
- Percentage-89%

### SKILLS

- SEO
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

### LANGUAGES

- English (Fluent)
- Hindi (Fluent)

### PROFILE

Hi, this is Gayatri Srivastava briefing about myself as the working employee in Corteva Agriscience Seeds Pvt. Ltd. at the designation of Marcom executive, looking after campaign management. Providing integrated marketing communications support to a market-facing business portfolio including business/product branding, media relation, online/offline promotion, event/literature management, content management and related communications to key stakeholders.

### WORK EXPERIENCE

Corteva Agriscience Seeds Pvt.Ltd. 2024- PRESENT  
MARCOM EXECUTIVE

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Campaigns; design and produce new campaign materials including videos, solution demos, online and e-marketing promotions.
- Monitor brand consistency across marketing channels and materials
- Content Marketing; actively publish useful and relevant content including blogs, tweets and other social messaging.
- Email Marketing; create new business email communications with a view to creating leads and interest across all solutions and sectors.
- Events; assist with pre-promotion of tradeshow and exhibitions, seminars and other events.
- Assist in the management of the Firm's branding including Brand guidelines, logo usage, the promotion policy and branded templates
- Work with Event Manager to develop, coordinate and manage timeline of Creative Services, Promotions, Media Partnerships and Public Relations needs for each Event

IPL Biologicals Limited 2022- 2023

TRAINEE IN STRATEGIC MARKETING.

Worked in IPL Biologicals Limited as Customer relationship management for new Customer relationship and Farmer query for Product dosage and application.

Online portal for marketing/product cataloguing:

Listing of Product on e-listing Platform for digital marketing, Along with finalizing agreement. B2B management:

- Handling and dealing with b2b connection and confirming the seller agreement for collaboration and sales growth.
- Ensuring high lead conversion within the pipeline (>78%) using various communication channels to improve the customer experience