



Shreya Gupta

Effective communicator with over 6 years of experience in e-commerce operations, inventory & channel distributions, digital marketing, developing effective sales strategies, building strong client relationships, managing complex projects, marketing partnerships, and customer relationship management.

EXPERIENCES

WWF India Assistant Manager

Aug'21 - Present



- Entrepreneurial journey in building the E-Comm competency of Conservation Products portfolio based on all parameters- pricing, margins, inventory
- Administering brand positioning & leveraging platforms' assets like Google Ads, Facebook Ads, AMS, digital ads, etc. Boosted sales marginally in FY 21-22 & 22-23
- Managing brand website, Amazon and other 3rd party channels, social media marketing, P&L and budget planning, online promotions and campaign activities
- Identify marketing partnership opportunities & qualify possible implementations, and planning joint marketing activities within the allocated budget & deadlines
- Managing multiple internal and external stakeholders to implement new business practices & to handle business operations

Revlon India eCommerce Executive

Sep'20-Aug'21



- Business monitoring & strategising, Inventory management, and planning visibility and promotions on Myntra, Nykaa & Flipkart
- Administered brand positioning & leveraged platforms' assets basis the target audience, right ASPs, etc. Boosted sales by 3X
- Co-ordinated with supply chain team, production team, finance team, other cross functional teams, and respective partners

Paxcom India Pvt Ltd eCommerce Analyst

Aug'18-Mar'19



- Led a team of 8 interns for the online auditing of the listings and optimisation of content, across all e-Commerce channels
- Creatively branded top FMCG brands by designing engaging content
- Planned promotions and sales through Amazon Marketing Services, increasing client engagement by ~90%
- Created service lines and strategies during special occasions for leading FMCG clients, and increased sales by ~100% in the low revenue generating cities

Pricewaterhouse Coopers Pvt Ltd (PwC) Business Analyst - Digital

Aug'15-Jan'18



- Strategised marketing activities and led the editorial team of "Taxsutra", the website on real-time tax updates
- Managed Internal and External Digital Corporate Communications for three major FMCG clients
- Responsible for Research & Development, including primary and secondary research, to analyze industrial climate of clients

ACADEMIC PROJECT & INTERNSHIP

- Live Project with PARC Ventures on designing Product Portfolio and Go-To-Market Strategy involving E-commerce activation & online launch for an emerging Skin Care brand; used Tableau and Power BI for data visualisation
- Primary & secondary research to analyse the industrial climate for the launch of new product lines at Jubilant Industries

CONTACT

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EDUCATION

MBA (PGPM) 2019-2020

Marketing & Operations 3.1/4

Great Lakes Institute of Management,
Gurgaon

Executive Programme on Digital and Social Media Marketing

Indian Institute of Management,
Calcutta 2017-2018
90%

M.A. English 2015-2017

Maharshi Dayanand University 60%
(Correspondence)

B.A. English Hons. 2012-2015

Motilal Nehru College, 60%
Delhi University

XII (CBSE) 2012

PCM 88%

DAV Public School, Gurugram

SKILLS & HOBBIES

- Google, Meta, AMS Certifications
- Tableau, MailChimp Power BI, Canva
- Advanced MS Excel. Powerpoint
- Dance, Pilates, Swimming, Meditation