SHRITI AGARWAL

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EDUCATION

Name of Course	Year	Name of Institution	Score
BTech (Biotechnology)	2019-23	Thapar Institute of Engineering and Technology	7.85/10
ICSE Class XII	2019	St James School	89%
ICSE Class X	2017	St James School	86%

EXPERIENCE

- **XENO**   **June 2023 - March 2024**
  ASSOCIATE CONSULTANT
  1. Demonstrated proficiency in project management, successfully overseeing multiple campaigns within budget constraints and deadlines, while optimizing ROI.
  2. Effectively forecasted campaign outcomes and offering data-driven insights by using CRM tools for client comprehension.
  3. Successfully carried out accurate segmentation of the audience to reach the desired number based on various factors.
  4. Communicated with cross-functional teams, while leveraging a creative and analytical mindset to optimize marketing strategies.

- **PROSHORT**   **July 2022 – December 2022**
  MARKETING INTERN
  1. Created an efficient workflow for the design of the upcoming app.
  2. Successfully managed connections, establishing clear and persuasive communication in order to garner support for suggested marketing efforts.
  3. Analyzed problems and worked with the marketing team to develop marketing strategies and campaigns.
  4. Effectively carried out BPO and content moderation using retool.
  5. Completed research, compiled data and assisted in timely reporting using JIRA and other marketing automation tools.

PROJECTS UNDERTAKEN

- **Hirekarma**
  - Organized and led relevant events that matched the interest of the members.
  - Created and managed content for the community on various social media platforms.
  - Assisted with business communications via email, social media and mailings.

- **BOLT IOT**
  - Developed a sliding image gallery with modern JavaScript frameworks, HTML and CSS.
  - Prioritized and problem-solved several tasks concurrently with minimum supervision.

ADDITIONAL SKILLS

- Advanced proficiency in MS Excel and other Microsoft Applications.
- JIRA, NOTION and CRM tools (Proficient in Mailchimp)
- SEO, SQL