

SHRUTI

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PROFESSIONAL SUMMARY

Dynamic professional with 2+ years of marketing experience and 1+ year as HR Department Head. Generated a 25% increase in brand visibility through strategic marketing initiatives. Led the HR department to streamline processes, resulting in a 20% reduction in employee turnover. Proven track record of driving results and fostering positive relationships. Ready to leverage expertise to drive growth and success.

EDUCATION

Chandigarh University
Masters in Botany.

September 2021 - June 2023

Shoolini University of Biotechnology & Management Sciences
Bachelors in Botany.

October 2018 - August 2021

EXPERIENCE

Marketing Executive: A.S.R Technologies, Dehradun, India

August 2022 - September 2023

- Analysed data from diverse sources, resulting in a 65% increase in lead conversion rates.
- Developed and executed lead generation strategies that generated 48% more qualified leads year-over-year.
- Collaborated with cross-functional teams to align lead generation efforts with company-wide marketing objectives, resulting in a 73% increase in overall marketing ROI.

HR Department Head: Saakar – NPO, Gurgaon, Haryana

May 2022 - December 2023

- Successfully secured funds through adept grant applications and bolstered corporate sponsorships by 35% through strategic partnerships.
- Oversaw the recruitment, training, and deployment of a 7-member volunteer team for seamless program implementation.
- Expanded the donor base by 24% through targeted outreach initiatives and elevated online presence with a 28% increase in social media followers.

Marketing Executive: Puraskaar, Delhi, India

April 2021 - May 2022

- Cultivated positive relationships with media outlets, securing consistent coverage for the NGO's initiatives and events, magnifying its community impact.
- Collaborated across teams to craft compelling multimedia content, elevating the organization's brand image and increasing public awareness by 43%.
- Conducted insightful market research, enabling the NGO to adapt messaging and outreach methods for maximum impact

SKILLS

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|--------------------|----------------|------------------------|----------------------|
| • Google Suite | • Teams | • Marketing | • Tor |
| • Workspace | • 365 | • Research Methodology | • Sequencer |
| • Microsoft Office | • Presentation | • MS Excel | • Copy writing |
| • Wix | • MS Word | • Power Point | • Financial Analysis |

CERTIFICATIONS

- Certified Forensic Trainee from Regional Forensic Laboratory, Himachal Pradesh.

August 2023