

# Deepansh Shukla (A Marketing Maven)

| Address- E7-99, Ashoka Society, Arera Colony, Bhopal, MP | P: +917354941953 | [deepanshshukla99@gmail.com](mailto:deepanshshukla99@gmail.com)

LinkedIn: <https://www.linkedin.com/in/deepansh-shukla-b269541a7/>

Portfolio: [Click Here!](#)

## EDUCATION

### INSTITUTE FOR EXCELLENCE IN HIGHER EDUCATION (IEHE)

Bachelor of Arts – Economics+ Management Hons.

(2020 – 2023)

Percentage: 71.2%

### SAGAR PUBLIC SCHOOL, BHOPAL

Class 12<sup>th</sup> (Humanities)

(2019 – 2020)

Percentage: 90%

### SAGAR PUBLIC SCHOOL, BHOPAL

Class 10<sup>th</sup> (Central Board of Secondary Education)

(2017 – 2018)

Percentage: 81.8%

## WORK EXPERIENCE

### INTERVIEW.IO

#### OPERATIONS & PARTNERSHIPS

Remote, Bangalore

May 2023' - Present 2023'

- Onboard new interviewers, and track interviewer performance, cold-calling, cold-mailing, and outbound lead generation. The Conversion rate of 20% alongside 3x the target set i.e. for every 100 leads, converted 20 into Interviewers.
- Expertise in developing marketing campaigns, creating marketing materials, and managing the growth side of the business to ensure user engagement and a significant boost in conversion rates aimed at around 2 times the past growth. Used a blend of traditional tools like Microsoft Suite, Power Bi and AI-powered tools.

### YELLOW SLATES

#### FREELANCE CONTENT WRITER

Remote,

Jan 2023'-Apr 23'

- Wrote quality content that was optimized for search engines, using SEO techniques such as keyword research, informative titles, and high-quality content.
- Created valuable content that was of interest to the target audience, using content marketing techniques such as blog posts, infographics, and videos.
- One blog is nearing 1 million views, and two others have 500k views. The content was consistently ranked high in search engine results pages (SERPs).

### CONFEDERATION OF INDIAN INDUSTRY

#### STUDENT INTERN

Bhopal, MP

Sep 2022' - Jan 2023'

- I worked directly on the flagship global investors summit. I began by performing data entry and cleansing, cold calling and mailing, and speaking on behalf of the government.
- Organized thematic parallel sessions by coordinating with session speakers with prominent profiles. I oversaw the event under the direct guidance of the CII zonal head. I learned a variety of skills during my internship, including marketing, sales, lead generation, organizational management, team leadership, communication, and event organization
- I was able to effectively communicate with a variety of stakeholders, including government officials, business leaders, and potential investors. I also developed and executed successful marketing campaigns that significantly increased event attendance, Getting around three times the total required GIS registrations within three months. (Around 22k registrations for the event.)

## ORGANIZATIONAL ROLES

### Honorary Secretary (UDGAM- Entrepreneurship Cell, IEHE COLLEGE)

Sep 2022' – June 2023'

- Reached the Final of the National Entrepreneurship Challenge (NEC) organized by IIT-B by working on various sales and marketing tasks in a 6-month long journey. Organized workshops, competitions and awareness challenges in the college.

### JOINT SECRETARY- (PLACEMENT CELL, IEHE COLLEGE)

May 2022' - June 2023'

- Coordination and management of different teams under the placement cell. • Created and developed the placement cell page on LinkedIn

### VOLUNTEER- (WORLD WILDLIFE FUND)-

Nov 2022'- Jan 2023'

- Contributed to the success of the Dragonfly Festival, a flagship event in Madhya Pradesh, by accessing and cleansing wetland monitoring data from the Indian Diversity Portal.

## Skills

Copy Writing, Content Curation, MS Office, ChatGPT, Marketing, Economic Analysis, Research, Financial Analysis, Communication, HubSpot, Canva, MailChimp, Google Analytics, SEM Rush, SEO, Power Bi, Tableau, Team-Leadership, Analytical Skills, Marketing Campaign, Marketing Plans.