

SHIVANSHU SHUKLA

OUTREACH SPECIALIST

CONTACT

+91 8358021444
shivanshu.shukla1104@gmail.com
Bhopal, Madhya Pradesh

SKILLS

CRM Tools
Email Marketing
Oral & Written Proficiency
Growth Hacking

EDUCATION

Master of Business Administration
Jagran LakeCity University - Bhopal
2019-2021
Specialization ; Marketing & Business Analytics

Bachelor of Business Administration
Awadesh Pratap Singh University - Rewa
2015 - 2018

LANGUAGES

English
Hindi

PROFILE

As a problem-solver, I specialize in driving impactful outcomes through strategic partnerships and targeted outreach initiatives. My proficiency in conducting comprehensive research and analysis enables me to identify and capitalize on high-potential partnership opportunities within the industry landscape. Leveraging advanced negotiation skills, I excel in crafting and managing partnerships to achieve mutually beneficial objectives.

WORK EXPERIENCE

Business Development

Kim.cc 2023-10 - Present

- Utilized Mailchimp, Brevo, and Mailtrack to meticulously track the open and click rates of email campaigns, optimizing campaign performance and enhancing engagement metrics.
- Leveraged StoreLeads to meticulously identify potential customers within Direct-to-Consumer (DTC) brands, strategically segmenting them into distinct categories to streamline targeting efforts and maximize conversion potential.
- Collaborated closely with the co-founders of the startup to brainstorm target segmentations and meticulously evaluated customer triggers, ensuring precise alignment with strategic objectives and enhancing customer acquisition strategies.
- Conducted extensive research and lead prospecting across diverse platforms, generating over 150 high-quality leads daily. Employed industry-leading techniques to identify and engage with prospects effectively, contributing to the ongoing success and growth of the organization.

Freelancer - Outreach and Partnerships/ JV Supervisor

Coach Foundation, New York 2023-03 - 2023-07

- Added more than 300+ podcasts and JVs for clients to connect with, and help them grow their business.
- Monitored and evaluated joint venture performance, identifying areas for improvement and implementing corrective actions
- Conducted market research and analysis to identify potential joint venture opportunities and trends
- Collaborated with cross-functional teams to ensure alignment and support for joint venture initiatives

REFERENCES

Kaustubh Kastadare

✉ kaustubh@crazyengineers.com

Sai Blackburn

✉ sai@scoachfoundation.com

WORK EXPERIENCE

Joint Venture Manager

Coach Foundation, New York

2021-12 - 2023-02

- Monitored and tracked over 100+ joint venture partners' performance and finances.
- Managed relationships with 50+ existing and admitted 100 new JV partners, ensuring effective communication and collaboration.
- Drove year-over-year business growth while leading operations, strategic vision, and long-range planning.
- Coordinated and supported the establishment and maintenance of joint venture agreements.
- Identified potential joint venture partners and evaluated their suitability for collaboration

Community Growth Management Intern

Gumlet

2021-09 - 2021-11

- **Achievement:** Successfully secured participation in 10 high-profile industry expos, resulting in a 15% increase in brand visibility and lead generation.
- Assisted in developing and implementing strategies to increase community engagement and growth
- Researched and identified several hundred relevant expos for participation, aligning with the company's target audience and industry focus
- Assisted in planning and executing community events and initiatives to foster connections and drive growth

Growth Hacking Intern

Crazy Engineers

2021-03- 2021-09

- **Achievement:** Increased website traffic by 20% through strategic use of social media platforms and targeted content marketing.
 - Implemented growth hacking strategies, including content creation and scheduling, to increase website visibility and engage the engineering community
 - Researched and identified relevant job opportunities to create an exclusive community for engineers, fostering collaboration and knowledge-sharing
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SHIVANSHU SHUKLA

OUTREACH & PARTNERSHIPS SPECIALIST

TO WHOM IT MAY CONCERN,

Testimonial for Shivanshu Shukla from Coach Foundation:

We are thrilled to provide this testimonial (March 2023 - July 2023) for Shivanshu Shukla, whose impact on the Coach Foundation has been truly exceptional. He consistently delivered outstanding results, showcasing professionalism and expertise that greatly benefited our organization.

Their achievement in securing partnerships with over 300+ podcasts in our client's niche which significantly expanded our clients' product visibility and reach. The dedication he has demonstrated in nurturing these relationships has been instrumental in growing our network and creating long-term value.

Moreover, the strategic thinking and implementation of a Joint Venture (JV) strategy resulted in improved outcomes and increased revenue generation for our clients. Shivanshu showcased exceptional skills in identifying collaboration opportunities, building strong networks, and executing innovative strategies such as Summits and Networks to secure more JV partners.

Shivanshu's commitment to going above and beyond expectations, combined with their strong networking abilities and strategic mindset, has made a substantial impact on Coach Foundation. We highly recommend him as a skilled and results-oriented freelancer.

Sincerely,
Ma. Eloisa D. Bautista
eloisa@coachfoundation.com
Head of HR Department
Coach Foundation
19 July 2023
