

Priyanshi Gupta

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Education

Institute of Home Economics, DU

B.Sc. Home Science • 2021–2024 • 8.05 CGPA

SOCE IGNOU

Diploma in Nutrition and Health Education • 2023–2024 • 81%

Seth Chhoteylal Academy

AISSCE / Class XII • 2019–2020 • 85.6%

Skills

Analytics & Tracking, Off page SEO ,Graphic Design, Competitor & Market Research, Attribution Tracking, Analytical Thinking, UI/UX Insight, Google Sheets, Canva

Experience

Medhavi Skill University

Executive – Marketing Intelligence Analyst

Gurgaon, India

Aug 2025 - Present

- Designed event lead lifecycle with pre-event strategy, post-event data segregation, segmentation, multi-channel outreach, and lead nurturing.
- Architected B2B go-to-market strategy by building foundational buyer personas for cross-team alignment.
- Extracted bulk lead data using Apollo and extensions to identify key SPOCs efficiently.
- Crafted industry-specific outreach content and launched bulk email campaigns via Smartlead, Apollo.

Seventh Triangle Consultancy

Associate Business Development Executive

Noida, India

Apr 2025 – Aug 2025

- Driving business growth through market research and competitor analysis to uncover new business opportunities..
- Worked on growth hacks tailored to different brands to boost outreach and lead conversion.
- Bridging sales and marketing to build effective outreach and conversion funnels.

Seventh Triangle Consultancy

Outbound & Marketing Associate

Noida, India

Nov 2024 – Apr 2025

- Managed LinkedIn outreach & cold email campaigns targeting C-suite executives using Apollo.io & other tools.
- Conducted CRO optimization & marketing audits to improve performance.
- Explored white-label partnerships to expand business opportunities.
- Created email sequences & follow-ups for higher engagement.
- Created high-engagement email sequences to improve lead response.

Seventh Triangle Consultancy

Performance Marketing Intern

Noida, India

Aug 2024 – Nov 2024

- Learned to set up and optimize Meta & Google Ads for performance marketing.
- Gained expertise in Google Analytics, Meta Pixel & double attribution tracking.
- Built custom, lookalike & interest-based audiences for targeted ad campaigns.
- Analyzed ad creatives, bidding strategies & audience insights for optimization.
- Provided CRO insights & website audit feedback to improve conversion rates

Certificates

- Stanford Introduction to Food and Health
- Public Speaking with Canva
- Child Nutrition and Cooking