

Priyanshi Gupta

Executive – Marketing Intelligence Analyst

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Profile

Dynamic Marketing Intelligence Analyst with 1+ years in B2B lead generation, performance marketing, and business development. Expertise in cold outreach via Apollo/Smartlead, CRO audits, buyer persona, market research, ad optimization on Meta/Google, analytics, and attribution tracking to drive growth across startups and consultancies.

Professional Experience

Executive – Marketing Intelligence Analyst 08/2025 – Present | Gurgaon, India
Medhavi Skill University

- Built event lead lifecycle: pre-strategy, post-segregation, multi-channel nurturing.
- Created B2B GTM playbook with buyer personas for team alignment.
- Extracted bulk leads via Apollo; ran Smartlead/Apollo email campaigns.

Associate Business Development Executive 04/2025 – 08/2025 | Noida, India
Seventh Triangle Consultancy

- Ran market & competitor research to spot growth opportunities.
- Built brand-specific hacks to boost outreach & conversions.
- Linked sales-marketing for high-conversion funnels.

Outbound & Marketing Associate 11/2024 – 04/2024 | Noida, India
Seventh Triangle Consultancy

- Ran LinkedIn and cold email campaigns targeting C-suite using Apollo.io 🔗
- Optimized CRO through marketing audits and email sequence testing.
- Explored white-label partnerships to expand business reach.

Performance Marketing Intern 08/2024 – 11/2024 | Noida, India
Seventh Triangle Consultancy

- Set up and optimized Meta & Google Ads with audience targeting.
- Analyzed performance using Google Analytics, Meta Pixel, and attribution.
- Delivered CRO insights and website audit recommendations.

Education

Institute of Home Economics, Delhi University 08/2021 – 06/2024 | Delhi, India
B.Sc. Home Science

SOCE IGNOU 06/2023 – 06/2024 | Delhi, India
Diploma in Nutrition and Health Education

Certificates

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

Skills

Graphic Design | Competitor & Market Research | UI/UX Insight | Analytical Thinking | Off page SEO