Section 1

Worksheet: “Influencer for a Day”

Sreeja Pulaparty

My Brand Personality Archetype: The Creator and Hero

My Niche & Audience
Niche: AI-powered low-code automation & digital transformation
Audience: Businesses seeking efficiency, adaptability, and workflow automation

My UVP (Unique Value Proposition)
My expertise in low-code platforms like Pega and Salesforce with advanced AI solutions to enhance workflow clarity and accelerate project delivery, helping businesses stay adaptable to changing demands.
My UVP revolves around AI-powered efficiency and adaptability in a world where businesses struggle to keep up with digital change.

My 30-Second Influencer Pitch
In a world where businesses have to keep up with constant change, automation and AI aren’t just nice-to-haves—they’re game-changers and that’s exactly where I step in.
I’m Sreeja Pulaparty—a Creator who loves building smarter, more efficient solutions and a Hero who helps businesses tackle inefficiencies head-on. I help companies ditch the manual work, streamline workflows, and adapt faster using AI and low-code platforms like Pega and Salesforce.
If you're tired of slow, outdated processes and want to see how AI and automation can transform the way you work, let’s connect!

Section 2

12 Jungian Brand Archetypes

Archetype	Description	Relevance to Sreeja's Brand	Score (1-10)
The Creator	Innovation-driven, seeks to bring new ideas to life.	Strong alignment with AI and low-code innovation, problem-solving, and adaptability.	10
The Hero	Overcomes obstacles, demonstrates resilience, and pushes limits.	Strong personal story of perseverance in certifications, driving growth and innovation.	10
The Magician	Transforms businesses through innovation and vision.	AI and low-code platforms are transformative, enabling seamless digital transformation.	9
The Sage	Knowledge-focused, values truth and insight.	Strong AI-driven insights, stakeholder education, and automation expertise.	9
The Explorer	Seeks adventure, values continuous discovery and learning.	Driven by continuous improvement and exploration of AI & automation.	8
The Ruler	Values control, authority, and leadership.	Aspires to be a trusted partner but focuses more on innovation than dominance.	7
The Outlaw	Breaks rules, disrupts norms.	Some disruption in digital transformation, but operates within business frameworks.	7
The Everyman	Relatable, builds connections through shared experiences.	Personal story connects, but brand is more innovation-focused than universally relatable.	7
The Caregiver	Provides help and nurtures others.	Focused on business transformation, but not directly nurturing-focused.	6
The Innocent	Seeks simplicity and purity.	Complexity of AI and automation is opposite of this archetype.	5
The Lover	Focused on relationships and passion.	Passion for innovation exists, but not in the romantic/emotional sense.	5
The Jester	Uses humor and playfulness.	No significant alignment with humor or entertainment.	4

Top Archetypes for Sreeja Pulaparty:

1. **The Creator (10/10)** – Core identity aligns with **innovation, AI-driven transformation, and problem-solving**.
2. **The Hero (10/10)** – Personal journey reflects **resilience, growth, and overcoming challenges**.
3. **The Magician (9/10)** – Brand brings **transformation** through AI and low-code automation.
4. **The Sage (9/10)** – Data-driven insights and automation align with **wisdom and knowledge**.

Primary Archetype: The Creator (Innovation-Driven Problem Solver)

I thrive on innovation, creativity, and problem-solving, using AI and low-code platforms to help businesses streamline workflows and enhance efficiency. I love developing AI-driven insights, optimized workflows, and automation solutions that transform how organizations operate. Bringing ideas to life and creating impactful solutions is at the core of what I do.
My tagline, "Redefining Tech at the Speed of Now," reflects my fast-paced, future-focused mindset. Through my expertise in low-code automation (Pega, Salesforce) and AI-powered digital transformation, I design smarter, more efficient systems that help businesses stay ahead of change.

Secondary Archetype: The Hero (Resilient and Determined Professional)

Failing my first Pega certification by 6% could have been a setback, but instead, it became my motivation. I pushed forward, earning three more certifications and proving that challenges are just stepping stones to growth. Resilience and determination drive everything I do.
Businesses face similar struggles when adopting AI and automation—resistance, complexity, and uncertainty. I help them push past these challenges, streamline workflows, and adapt with confidence.
My mission is simple: empower businesses to embrace change, work smarter, and achieve success through AI-driven solutions.

Section 3

Defining My Niche & Audience

I specialize in AI-powered low-code automation and digital transformation, combining AI, automation, and workflow optimization to help businesses work smarter and adapt faster. My expertise in Pega, Salesforce, and AI-driven automation positions me as a go-to expert in streamlining processes and enhancing efficiency.
My target audience includes businesses looking to eliminate inefficiencies, improve agility, and leverage AI-powered automation. Many companies struggle with manual workflows and fragmented processes—I help them automate, optimize, and scale with confidence.

My Unique Value Proposition (UVP)

My expertise in low-code platforms like Pega and Salesforce with advanced AI solutions to enhance workflow clarity and accelerate project delivery, helping businesses stay adaptable to changing demands.

- Bridging AI & Low-Code: With deep expertise in Pega, Salesforce, and AI automation, I bring the perfect balance of strategy, technology, and execution.
- Optimizing Workflows: Many businesses are slowed down by inefficiencies—I help them clarify, simplify, and accelerate their processes for maximum impact.
- Driving Adaptability: In a fast-changing world, companies need to pivot quickly. I provide AI-driven insights and automation strategies that keep them agile and competitive.

Final Brand Positioning

I am a Creator (Innovator & Problem-Solver)—passionate about developing AI and automation solutions that enhance business efficiency. I also embody the Hero (Resilient & Determined)—turning challenges into opportunities and helping businesses push through obstacles to transform their operations.
At my core, I thrive on innovation, efficiency, and adaptability, ensuring businesses can unlock their full potential and embrace the future of automation.

Section 4

Which archetypes I found most engaging, and why?

I found the Outlaw archetype in Narasimha’s pitch the most exciting because it’s bold, rebellious, and unapologetic. There’s something really compelling about someone who doesn’t just use AI but bends it to their will—it gives off a sense of mastery and exclusivity that makes you want to follow along. On the other hand, Mrudula’s Magician archetype was also super engaging because of how she frames data as something transformative, almost mystical. The way she talks about turning data into stories that drive change makes it feel like she’s revealing hidden insights that others might overlook. Both archetypes work really well because they tap into curiosity and confidence—one through breaking the rules and the other through unveiling hidden truths.

What made certain pitches stand out from the rest?

What really made these pitches stand out is how strongly they position their personal brands. Narasimha’s pitch immediately grabs attention because of its rebellious, no-nonsense energy—he’s not just working with AI; he’s pushing it beyond its limits. That makes it feel like he’s ahead of the curve, and anyone who follows him will be too. Mrudula’s pitch, on the other hand, stands out because it makes data feel approachable and powerful at the same time. Instead of just saying she works with data, she tells a story about how she transforms it into something meaningful, which makes it much more engaging than a standard data-related pitch. Another thing that makes both of these pitches memorable is the use of strong, confident language—no fluff, no hesitation, just clear and compelling messaging.

How would I refine my pitch for real-world use?

If I were refining my own pitch for real-world use, I’d focus on making it even more action-driven while still keeping that strong personal brand. Both Narasimha and Mrudula do a great job of making their pitches sound authoritative yet relatable, and I’d want to make sure mine has that same balance. I’d also work on making it more conversational—something that feels natural to say out loud, not just to read. Maybe I’d throw in a compelling one-liner or a closing statement that leaves a lasting impression, like: "Let’s unlock AI’s full potential together" or "Let’s turn data into impact, one insight at a time." A strong call to action could also help, like inviting people to connect or explore a project together. The key would be making sure my pitch doesn’t just sound good but actually sparks curiosity and engagement.