

# SHIVPREET SHARMA

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Indore (M.P) , India



## WORK EXPERIENCE

### Digital Marketing Executive

#### Celebrating Careers

May 2018 - Present

Indore, M.P

- Managed on-site and off-site SEO and utilized creative link building, social media and blogger outreach to increase organization's market visibility.
- Successfully executed social media and email marketing campaigns to on-board 200+ new users within 4 months and reduce the drop-off rate by 20%.
- Developed engaging viral content to build social media follower base. Also, Collaborated with the design team to enhance design, usability, content, and conversion points of websites.
- Performing market research through interviews, surveys, and assisted the organization in building a project database.
- Assisted HR department in their talent acquisition by running hiring campaigns across social media platforms.

### Research Fellow

#### IIT Guwahati

May 2017 - Jan 2018

Guwahati, Assam

- Predicted Bentonite soil compression parameters using machine learning techniques such as Artificial Neural Networks (ANNs), Hybrid Neural Network Model (ANN-PSO) and Genetic Programming (GP).

### Media and PR Coordinator

#### Anwasha

April 2017 - Jan 2019

Patna, Bihar

- Spearheaded a team of 50+ students to organize 100+ events in Bihar's largest Student Festival, Anwasha.
- Introduced PR strategies like Radio Partners, Campus Ambassador Program and also managed a wide range of Media Activities and Promotional Associations.
- Responsible for drafting and managing the distribution of press releases, invitations, and other communications with leading media houses.

### Junior Product Manager

#### LekeAana

Sept 2016 - May 2017

Patna, Bihar

- Participated in the creation and implementation of a new efficient ordering process by which the work was minimized significantly and also developed a strong marketing campaign.
- Managed all aspects of business and website development from initial scoping through strategic and fiscal planning to final testing and delivery from the owners end.
- Analyzed customer engagement and developed growth & retention strategies.
- Direct the coordination of all implementation tasks involving third party vendors.
- Define launch strategies for new products and analyze customer buying habits to stay on top of market trends.

## EDUCATION

### Bachelor of Technology (Civil Engineering)

#### Indian Institute of Technology Patna

- C.P.I : 8.53/10 (In Top 5 of the class)

### AISSCE (CBSE)

#### Mar Thoma Higher Secondary School

- Class XII : 85% & Class X - 9.2/10

## SKILLS

- SEM
- SEO
- Social Media Marketing
- Business Development
- Analytics
- Market Research
- Problem Solving
- Team Leadership
- Content Creation

## EXTRA-CURRICULAR

### Event Organizer

- Organized "Spagaridge" : A technical event under ACE, Departmental club of Civil Engineering at Anwasha the Annual Techno-Cultural.

### Athlete - 800m race

- Selected for Inter-IIT competition from among 300+ students.

## ACHIVEMENTS

- Secured City Rank 1st in International Mathematics Olympiad (IMO) & National Science Olympiad (NSO)
- Placed among the Top 10 % in the Chemistry Olympiad, IAPT
- Awarded with MCM Scholarship from IIT PATNA [2015-19]

## INTERESTS

- Movies & T.V series
- Photography