



Shreya Dogra

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Strategic Marketing and Communication Specialist with 4+ years of experience managing global campaigns and digital strategy for Fintech (Startup) and Pharma (Sanofi) sectors. Expert in media planning, budget management, and performance analysis across paid and organic channels. Proven track record of acting as a strategic advisor to stakeholders and optimizing media spend.

WORK EXPERIENCE

Invlyft — SaaS Trading Education Platform

Paris, France

Cofounder & CMO

Sept 2024 – Sept 2025

- Campaign Management & Optimization:** Independently managed the execution of multi-channel digital campaigns (Paid Social, Search, Display), optimizing bids and creative assets weekly to maximize ROAS
- Budget Control & Forecasting:** Managed the digital media budget (**€80k+ seed allocation**), overseeing pacing, forecasting, and reallocation across channels (Meta, LinkedIn, Google Ads) to ensure zero overspend
- Performance Analysis:** Established a full-funnel analytics framework using **Google Analytics 4** and **HubSpot**, deriving actionable insights on user behavior, driving a **150% QoQ increase** in qualified leads
- Strategic Planning:** Defined the Go-to-Market media strategy, identifying key personas and touchpoints

Sanofi

Paris, France

Global Quality Communication Manager

Oct 2023 – Aug 2024

- Strategic Campaign Management & Policy Translation
 - Spearheaded internal communication strategies** for 9,000+ employees ensuring brand consistency
 - Liaised with Subject Matter Experts (SMEs) to create engaging infographics, videos, and articles
 - Organized "World Quality Week," coordinating with regional heads to deliver a unified message to **5,000+ attendees** across 6 regions. Achieved a **Net Promoter Score (NPS) of 62**
- Digital Community Management & Project Coordination
 - Conceptualized and launched the "**Employee Influencer Program**," identifying and coaching 45+ technical experts to create peer-to-peer learning content, driving a **40% increase** in engagement
 - Oversaw intranet (SharePoint CMS) and internal social media (**Microsoft Viva**) publishing **50+ high-impact video assets** and saving an estimated **€45k** in external agency fees
 - Engineered performance dashboards using **Power BI** to track content reach and engagement. Leveraged insights to restructure the content, delivering a **30% year-over-year increase** in article readership

Global Marketing Excellence Assistant (Consumer Healthcare)

Oct 2021 – Sept 2023

- Omnichannel Strategy:** Orchestrated the award-winning Essentiale "Liver Check" 360° activation campaign (Poland), driving **200M+ impressions** and **65,000+ diagnostics** at mobile check-up stations
- Agency Management:** Liaised with external media agencies and creative partners to ensure seamless integration of digital assets. Managed workflows and timelines for the transcreation of assets across **20+ markets**
- Global Content Localization:** Managed the "transcreation" workflow for digital assets across **10+ markets**, ensuring global campaigns were adapted for local platforms while maintaining **100% brand consistency**
- Digital Upskilling:** Designed and launched "Digital Storytelling" and "Omnichannel Activation" learning modules for the **Global LMS**, training **1,200+ marketers** on engagement tactics and best practices

EDUCATION

ESSEC Business School

Paris, France

Grande École Msc in Management (MIM); CGPA- 16.23

2020 - 2023

- Member of Innovation and Health Chair 2023; Group project Foundation MGEN

Vivekananda Institute of Professional Studies, GGSIP University

Delhi, India

Integrated Bachelor of Business Administration - Bachelor of law; CGPA- 8.08/10

2015 – 2020

INDUSTRY SKILLS

BI Tools & Platform Governance: Power BI, SharePoint, HubSpot, WordPress, Agile Project Management

Content: Adobe Creative Suite (Photoshop, InDesign, Premiere Pro), Canva, Figma, WordPress, Lightroom

Languages: English (Native), Hindi (Bilingual), French (Intermediate)

Certifications: Content Creation with Generative AI, Agile Project Management, Figma