

Shreya Kumar

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Creative and analytical communication strategist, with over five years of experience in transforming the way brands interact with audiences through engaging social media content and visual storytelling. Learner. Collaborative; with demonstrated ability to roll up sleeves, and execute.

PROFESSIONAL EXPERIENCE

[EdelGive Foundation, Edelweiss Group, Mumbai](#)

June '17 – Present

EdelGive is the philanthropic foundation of the Edelweiss Group a leading Indian financial services firm, with 10,000+ employees, 1,100,000+ strong client base & net worth of over 52.88 billion.

Associate - Communications

- Manage social media presence of EdelGive Foundation; Increased traffic on EdelGive's Facebook page by **253.58%**
- Develop effective corporate communication strategies, both internally and externally

[Impact Guru.com, Mumbai](#)

2016 - 2017

Impact Guru is a tech-for-good platform that provides complete crowdfunding solutions. Rs. 329 crores raised.

Content & Communications Manager

Feb '17 – June '17

- Owned content creation for over **10** integrated high visibility marketing campaigns to strengthen brand identity
- Led a team of 10 including the Graphics, Content and UI/UX team

Assistant Content Writer

Nov '16 - Jan '17

- Created engaging & SEO content for website, blog, landing pages, online ads, presentations and emails

[IASbaba, Bengaluru](#)

Sep '15 – Oct, 16

A leading UPSC preparation portal

Core Team member, Chief Content Strategist & Program Manager

- Worked on conceptualization & development of E-learning modules for Civil Services aspirants

Consultancy Projects:

Nov '13 - Present

- Social Media Marketing, Influencer Marketing, Script writer & Assistant Director for Content Marketing Videos
- Website Content & Wireframe, Blog content, Editor & Proofreader for various websites

PROFESSIONAL CERTIFICATION

Digital Marketing Certification Program, MICA and UpGrad

Started in Aug'17, a comprehensive 5-month program on digital marketing created by industry experts from leading digital corporates

EDUCATIONAL QUALIFICATION

<u>Qualification</u>	<u>Institute</u>	<u>Year</u>	<u>CGPA/ %</u>
BA, Economics	Ramnarain Ruia College, University of Mumbai	2012	64%
XII (HSC)	Raminvas Ruia Junior College	2010	74%

LEADERSHIP ROLES AND EXTRACURRICULARS

[Associate Strategist & Fundraising Consultant, Professional Alliance for Youths Growth \(PRAYOG\)](#)

2015 - 2017

- Contributed towards strategizing PRAYOG's interventions and created [communication](#) collaterals for its outreach programme

Head of Marketing - ELIXIR, Ramnarain Ruia College

2010 - 2011

- Raised INR 7,50,000 for ELIXIR, an annual inter-collegiate festival of Department of Economics (Footfall-3,000)

SKILLS AND INTERESTS

Technical Skills: MS-Excel, Balsamiq, MailChimp, GA, Facebook ads, HootSuite, Canva

Misc. Experiences: Independent Researcher - [The Citizen](#), [Qrius](#); Campus Ambassador for [TFI](#) (2011-2012)

Interests: Filmmaking, Writing Poetry, Photography