

Shreya Sharma

WRITER AND
MARKETER

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RELEVANT SKILLS

Extracting insights
from data



Interviews



Community
Engagement



Curation



EDUCATION

S P JAIN SCHOOL OF GLOBAL MANAGEMENT
2015 - 2017 | MBA (Marketing Management)

VELLORE INSTITUTE OF TECHNOLOGY, INDIA
2011-2015 | Bachelor of Technology (Electronics and Communication)

CERTIFICATIONS

DIGITAL MARKETING: A STRATEGIC PERSPECTIVE
Yale School of Management, Executive Education Online

INBOUND MARKETING
Hubspot

ADWORDS AND BASIC ANALYTICS
Google Academy

FAVORITE PODCAST GENRES



RomCom
LGBTQ+ Fiction
TTRPG
Etymology
Disney Deep-Dives

ABOUT ME

Marketing strategist of 4+ years by day and podcast journalist with ~15K subscribers by night. Excellent track record of creating community and nurturing start-ups, across industries spanning from oil & gas to ultimate frisbee, in markets from Singapore to Vancouver. Having worked exclusively with start-ups, I thrive when team synergy meets high-pressure situations. I am most proud of my customized solutions that are informed by data and driven by empathy. I am seeking a team that sits at an intersection of my goals- empowering the independent podcasting community and building a thriving brand from scratch.

My top 5 Clifton Strengths are - learner, individualization, ideation, connectedness, and input.

RELEVANT EXPERIENCE

2020 - Now

PODCASTS

MARKETING and WRITING

Clients - FRQNCY Media, TINK Media Inside.com, RSS, Double Up

- Curating and writing a bi-weekly podcast newsletter (Inside);
- Podcast launch and growth PR (TINK Media);
- Spearheading content marketing initiatives (FRQNCY Media);
- Writing SEO content (Gumball and RSS);
- Writing op-eds (Sounds Profitable);
- Creating and executing podcast distribution strategy (Double Up);
- Regularly engaging with ~1.5K podcasting Twitter followers with special emphasis on boosting indie podcasters.

Notable Achievements:

- 1) Inside.com - competent journalism and reader engagement that grew subscriptions from 6k to 15K with an avg. open rate of 26% ;
- 2) Double Up - PR strategy creation and persistent execution to get indie podcast "Talk Money," on Apple Podcasts' featured list.

2020 - 2022

ELEVATE ULTIMATE

MARKETING DIRECTOR

- Created and executed converting digital and CRM campaigns;
- Created data-driven funnels for arguably the most difficult customer segment -parents;
- Created annual budgets and marketing timelines;
- Pioneered the creation of LGBTQ+ programs and SOP;
- Managed a team of freelancers and marketing agencies.

Notable Achievements::

- 1) E-mail subscribers grew from 1K to 3K in 10 months
- 2) YoY camps' revenue growth \$700K to \$950K;
- 3) Consistently rated 9/10 in leadership and empowerment by team. .

2018 - 2020

INBOUND REVENUE

DIRECTOR OF ACCOUNT MANAGEMENT

- Created marketing plans and managed 35 B2B & B2C business accounts;
- Lead global team of 10+ freelancers;
- Designed and tested end-to-end paid ad solutions (including AdWords, YT & Facebook);
- Created converting marketing funnels.

2017- 2018

DMS GLOBAL EVENTS

CUSTOMER RELATIONS MANAGER

Clients - Kaspersky, Honeywell, ABB

- Spearheaded internal SEO and PPC marketing campaigns;
- Engaged industry professionals from ADNOC and ARAMCO to adapt contemporary industry solutions;
- Lead 5-person team that planned and executed global engineering events;
- Created and executed event branding for international oil and gas conferences.