

VRIDHI SHARMA

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EDUCATION

| Degree/Qualification | Institution | Year |
|---------------------------|---|-----------|
| MBA | Indian Institute of Technology, Kanpur | 2019-2021 |
| B.Tech (Computer Science) | Manav Rachna International University, Faridabad, NCR | 2013-2017 |
| HSC (12 th) | Presentation Convent School (CBSE) | 2013 |
| SSC (10 th) | Presentation Convent School (CBSE) | 2011 |

WORK EXPERIENCE

ekincare **Hyderabad, Telangana**
Marketing Manager **June 2021 – Present**

- Executed integrated B2B and B2C marketing campaigns across multiple channels
- Successfully launched the rewards and referral program
- Managed multiple campaigns aimed at lead generation, new user acquisition, onboarding, user engagement, & retention
- Planned and executed a multi-channel event strategy through high-touch events to build relationships with clients and generate new leads
- Developed the GTM strategy for new service line launches
- Managed social media ad campaigns
- Created a content strategy roadmap for launching the Content Library, Community Platform, Social Media Channels & Podcast
- Collaborated with cross functional teams to improve the app UX
- Tracked & reported on key metrics such as DAU, MAU, lead generation, conversion rates, app downloads & utilization etc.
- Supervised print collateral & event branding for a consistent brand experience
- Managed budgets and stakeholder relations for various marketing initiatives

AutomationEdge Technologies **Pune, Maharashtra**
Digital Marketing Intern **May 2020 – July 2020**

- Implementing Search Engine Optimization (on-page and off-page)
- Keyword analysis and performance tracking
- Performing competitor analysis to improve digital marketing strategies
- Creating content for social media engagement and website traffic

Manav Rachna Innovation & Incubation Centre (MRIIRS) **Faridabad, NCR**
Research Associate **February 2019 – June 2019**

- Organizing targeted outreach events for the Incubation Centre
- Creation of directed marketing collaterals for the Incubation Centre
- Supporting start-ups in developing customized marketing plans
- Managing government funds for start-ups and incubator

Rothmans Enterprises **Sahibabad, NCR**
Associate – Operations **August 2017 – January 2019**

- Manage daily operations of the company
- Maintain vendor and customer relations
- Improve work practices within the organization

| KEY MARKETING CHANNELS | | |
|---------------------------------|--------------------------------------|------------------------|
| Omnichannel Marketing Campaigns | Brand Management | Social Media Marketing |
| Event Marketing | Marketing Collateral & Communication | Product Marketing |
| End-to-End User Journeys | Marketing Automations | Revenue Management |

| RELEVANT TOOLS | | |
|-----------------------|-----------------|------------|
| HubSpot | Google Ads | Typeform |
| MoEngage | Semrush | ClickUp |
| YouTube Studio | BeePro | LinkedIn |
| Quora for Business | Canva | StreamYard |
| Google Search Console | Zoom Enterprise | WordPress |

| POSITIONS OF RESPONSIBILITY | |
|-----------------------------|---|
| IIT Kanpur | <ul style="list-style-type: none"> Senior Event Coordinator - Prabandhan (Annual Management Conclave), IIT Kanpur (2020) Secretary - Startup Internships Program at E-Cell, IIT Kanpur (2019-21) |
| MRIU, Faridabad | <ul style="list-style-type: none"> Certified by DST, Govt. of India, for organizing Entrepreneurship Awareness Camp under DST – NIMAT scheme (2019) Coordinator – Events at Entrepreneurship Cell, MRIU (2016-17) Organized Idea pitching and Discussion Forum at INNOSKILL, MRIU (2016) |

| ACADEMIC PROJECTS | |
|---------------------------|--|
| Academic Research | <ul style="list-style-type: none"> The impact of employee psychology in building a brand Brand specific consumer behavior analysis Studying the impact of organizational culture and structure on employee motivation at Big FM Radio Station |
| Technical Projects | <ul style="list-style-type: none"> Automatic streetlight control and fault monitoring system (IOT based) for energy conservation E-commerce web portal using WordPress and PHP framework “Connect US –MR” – A mobile based service to improve administrative efficiency |

| CERTIFICATIONS |
|---|
| <ul style="list-style-type: none"> Certified by Google Digital Garage in The Fundamentals of Digital Marketing Certified by Saylor Academy in Small Business Management Certified by National Entrepreneurship Network (NEN) under WF-NEN 100 Program Certified Microsoft Innovative Educator |