

Hi, I'm Shilpi Chaudhary.

📞 8208276238 ✉️ skills.chaudhary222@gmail.com 📍 Greater Noida, IN 201310
🌐 www.linkedin.com/in/chaudharyshilpi

SUMMARY

Results-driven Product Associate with solid background in product development and management. Strong understanding of market trends, customer needs, and business strategies. Known for ability to enhance product performance and profitability while managing multiple projects simultaneously. Strengths include content creation, digital advertising campaigns, data analysis and implementing strategic marketing plans that increase company visibility and revenue.

SKILLS

- Vendor management & Negotiation
- Workshops/Webinars/Presentation
- Brand Building
- Teamwork and Collaboration
- Product Vision and Strategy
- Troubleshooting and QA
- Research and Trend Analysis
- ROI Analysis
- Competitive Analysis
- Database Management Systems
- Search Engine Optimization
- Product Positioning
- Stakeholder Management
- Training and Onboarding
- Customer Retention Strategies
- B2B Marketing
- Social Media Campaigns
- Customer Relationship Management (CRM)
- Google Analytics
- Email Marketing
- Event Coordination
- Content Development

EXPERIENCE

Product Associate 03/2021 - 01/2023
Rachna Sagar Pvt. Ltd. *New Delhi, India*

- Engaged in the development of Swa-Adhyayan, a Hybrid **Adaptive Digital Learning Platform**. Swa-Adhyayan offers a wide range of features such as Assessments, Sharing, and more. This platform has been instrumental in enabling Students, Teachers, and Parents to assess student learning through SEPT.
- I was responsible for conducting **product briefings** for schools, teachers, and salespeople, and later expanded to cover additional states in India, including Haryana, Bangalore, East Delhi, and North Delhi.
- I was responsible for creating **promotional materials** such as designing brochures for product information, creating catalogs, sending out promotional emails.
- Additionally, **collaborate with organizations** that host sponsorship events to enhance the brand visibility, reputation, and recognition of the organization.
- Analyzed **consumer feedback** on existing products to determine areas of improvement.
- Examined competitive products (SEMrush, SimilarWeb) to set apart the company's products from competitors. Watched **industry trends** to forecast changes in the industries.
- Carried out **market studies** to recognize customer needs and preferences for products through Surveys (SurveyMonkey, Google Forms), One-on-one discussion (Zoom,

Skype, phone calls), Quantitative data such as website traffic (Google Analytics, CRM software) etc.

- Took part in **B2B SaaS** design evaluations, offering insights on usability, functionality, cost efficiency, and other considerations. Conducted quality assurance assessments on new products before their launch.
- Created **SEO**-friendly content for websites, social media accounts, email campaigns, optimizing titles, descriptions, and keywords.
- Monitored performance of campaigns using **analytics** software such as Google Analytics.
- Built **relationships** with influencers and other industry professionals to enhance digital marketing efforts through social media outreach.

Senior Marketing Executive

07/2016 - 07/2020

Bharati Bhawan Publishers *Uttar Pradesh*

- Assisted editorial team in developing **new products** by assessing competitor performance.
- Track **market research** information by collecting, analysing, and summarising data.
- Successfully increased **brand visibility** and lead generation through the implementation of strategic marketing campaigns.
- Collaborated with **product development team** to create and update marketing collateral for sales pitches and customer consultations.
- Briefed seniors on **monthly projections**, product launches and other marketing plans.
- Visit educational institutes on regular basis & cooperated with sales representatives during customer interactions for **product briefings**.
- Facilitated **workshops and webinars** at various educational institutions, closely monitoring the progress of participants.
- Analyzed **competitors' activities** in order to create effective counter-strategies that leveraged our strengths against their weaknesses.
- Managed **relationships with vendors** for website development, email deployment and other related services.

Academic Project

06/2015 - 09/2015

McGraw Hill Education *Uttar Pradesh*

- Data Analysis of MBA & B.tech colleges
- Tools Used : Data Mining
- Specialization: Marketing
- Project Description: Project was to extract data from various top ranked colleges websites across all India and pull out information which company used later on
- Also, compared circulated syllabus with college's websites with content of McGraw hill books.

EDUCATION

MBA: Marketing & HR

ABES Engineering College, APJ Abdul Kalam Tech University, Ghaziabad

GPA: 76

1st DIV, "Hon's" Silver Medalist"

BBA: Management

IMS Engineering College, CCS University, Ghaziabad

Percentage: 74% I Div

Senior Secondary School

K.D.B Public School, Ghaziabad

Division- I Div

Secondary School

K.D.B Public School, Ghaziabad

Division: II Div

ACCOMPLISHMENTS

- Certification from Google on "Google Digital Unlocked" course.
- Communication skills certification from TCS ION Digital learning hub.
- Silver medalist for securing 2nd position in MBA college batch 2016 in academics.
- Qualified UPSEE 2014 with a 98th Rank.

**ADDITIONAL
INFORMATION**

- Proven track record of driving significant ROI through innovative marketing campaigns that captivate audiences and deliver measurable results.
- Expertise in market research to develop strategies based on deep consumer insights, ensuring customer-centric approaches that resonate with target audiences.
- Proficiency in digital marketing channels and tools, with a commitment to ongoing learning and skill development.
- Strong collaboration and problem-solving skills, thriving in dynamic environments where I leverage communication skills to influence stakeholders and drive business growth.

LANGUAGES

- English
- Hindi