



Shubham Pandey

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PROFESSIONAL SUMMARY

Marketing Professional with extensive expertise leading cross-functional teams to develop, construct, and manage BTL, brand activation, and business analysis. Ability to evolve product strategy, combine technology talents with considerable experience, a marketing focus, and analytical abilities. Prioritizes and manages several projects while adhering to deadlines and financial constraints. Recognized history of driving revenue through product adoption and motivating large cross-functional teams to produce high-level performance.

KEY COMPETENCIES

- Marketing Management
- BTL Activation
- Business Analysis
- Team Handling
- Marketing Strategy
- Digital Marketing
- Data Analytics
- B2B Marketing
- B2C Marketing
- Relationship Management
- Team Management
- Strategic Planning
- Innovative Solutioning
- Network Management

ACADEMIC CREDENTIALS

Post Graduate Program in Management | Major in Marketing | ICFAI Business School | Mumbai, 2022
GPA - 7.05

Bachelor of Engineering in Computer Science | Indore Institute of Science and Technology | Indore, 2019
GPA - 6.42

CERTIFICATIONS

- Digital Marketing SCDM-F, SMstudy
- Scrum Professional Certificate, CertiProf
- Marketing Strategy SCMS-F, SMstudy
- Account and Finance, ELC eLearning College
- Business management, ELC eLearning College

TECHNICAL SKILLS

Tableau | Microsoft Excel | Customer Relationship Management (CRM) | Google Analytics | Social Media Marketing

LANGUAGES

English, Hindi

WORK EXPERIENCE

- **Assistant Manager/Future Leader Marketing** | Byju's (Think and Learn Ltd.) | Noida, India | Feb '22 - Oct '22
Team Size: 25 business development executives
Key Focus: Expanding lead generation as well as the B2B marketing activation
- **Sales and Marketing Trainee** | Arvind Smartspaces Ltd. (A venture of Arvind Textile Ltd.) | Bengaluru, India | Feb 2021 – Jul 2021

Key Highlights

Marketing: Identify customer needs, problems, and opportunities through research, analysis, market data, and direct interaction with the customers

- Increased leads to order conversion by 6.3% and structured the grown revenue generation through development and execution of BTL marketing plans.
- Developed a stable market with a booking rate of 43% w.r.t the dialed lead and enhanced the sales conversion at the rate of 6.3% with respect to lead generation.
- Structured various refined insights of new market implementing Data Analysis and slashed down the decision-making turnaround time by 3 days.
- Created and monitored product development plan involving multiple stakeholders like a content team, technology, marketing, etc.
- Developed product literature like product information document, sales support literature, proposal, presentation, successful case studies, FAQs, brochures, etc.
- Created collaboration, tie-up, launch, and go-to-market plan for the new product portfolio along with marketing, sales, and operations team tracking the market/competition developments which include new entrants, new products launched, competition pricing, or any other competition initiatives to enhance and update the field teams.
- Identified potential areas of improvement and opportunities from data analysis and proactively guide the department. heads

Sales Execution: Lead the strategy, roadmap, and delivery against key components involved in delivering a world-class customer and support experience.

- Managed inventory and generated sales for Rs. 96 Lacs business, achieving a 15% increase in inventory turns by acting as a closing manager.
- Led 30% coverage of channel partner acquisition under provided portfolio.

Leadership: Defined and established the product vision, goals, supporting business metrics, and success indicators for the education domain across platforms.

- Evaluated market opportunities and utilized research to position/reposition our products to best capture them; and identified new opportunities and refined requirements.
- Defined and guided both the near- and long-term product strategy for growing the products and features that offers to users, including both existing and new subscription products, offers, etc.
- Collaborated with external influencers, subject matter experts, drove growth and be the point of contact on the team.
- Specialised in coaching juniors to expedite Win rates through customized solution building for industry/ individual/ corporate priorities and mentoring for them for future career development.