



Vibhanshu Shukla

MARKETING AND DIGITAL BUSINESS

CAREER OBJECTIVE

A marketing student who possess good interpersonal communication skills trying to establish her career as Brand Manager. Possessing knowledge in brand strategies, engaging users, and increasing brand awareness. I aspire to be associated with a growth-oriented company where I can showcase my skills as a contribution to the organization.

INDUSTRY LIVE PROJECT (RFP)

VIDAL | THIRD PARTY ADMINISTRATION

- Project: VIDAL
- Project Brief: our project was out the customer journey and taking feedback from the customer's touchpoints and finding out the customer journey map.

INTERNSHIPS

- Worked in Urban Tribe as the sales executives.
- **Similearn as "Inside Sales Manager"**.
- connect with the customers, identifying the active prospects, profiling them and taking their follow-ups regularly.
- understanding the customer requirement and providing them courses accordingly.
- to achieve monthly targets assigned as per the bands.
- Try to get 1 sale/payment per day, able to complete 90 minutes of talk-time daily and to follow up with all the new leads assigned clearing all attempting Contact and mis-followed leads.

WORK EXPERIENCE

- Byjus as business development manager for inbound and outbound.
- TestYantra (Testing and automation) as a business development lead (B2B)
- My roles and responsibilities being a BDE is to:
 - Generate leads by using LinkedIn, naukri.com, sales navigator and othersources.
 - Creating database, taking clients follow-ups regularly.
 - Validating the companies by understanding their requirements.
 - Veaching out to their CTO's/ VP of Engineering/ Head of IT to fix a product demo session and then taking it ahead step by step.
 - Sending emails, messages on LinkedIn.
 - Also to take care of our social media engagement-: being more active onLinkedIn, making more connections, posting blogs, videos and posters.
- VCloudX- EnableX(B2B) working as inside sales executive.
 - Leads generation from tools Lusha, Sales Navigator, Apollo etc.
 - Email to the Top Level of management for booking Demo.
 - Cold Calling to the Marketing Qualified Leads.

KEY COMPETENCIES

Leadership skills
Time management
Fostering Teamwork
Communication skills
Flexibility and adaptability
Good listener
Dedicated

CO-CURRICULARS

Member of Admissions
Committee

Secured first position in Science
World Presentation

Participated in various literary
events in IIT ROORKEE

ACHIEVEMENTS

Secured first position in
Science World Presentation

HOBBIES

- Basketball
- Photography

REACH ME AT

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LINKEDIN PROFILE

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ACADEMIC PROJECTS

- Project on Samsung Semiconductor Company to learn various method of appraisals and role of HR in the company
 - Brand Management Project of creating a new product–**Hairtistic**
 - Design thinking project on child Labor.
 - Industry analysis on dairy industry.
 - Completed required sales for our student driven event “Kanyathon”.
 - Worked on RFP project on VIDAL.
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EDUCATIONAL HISTORY

- 10th, St Joseph School, Gorakhpur
- 12th, Shri Ram Swaroop Memorial Public -School, Lucknow.
- B.Com (Hons)from Amity University Lucknow

- JAGDISH SHETH SCHOOL OF MANAGEMENT | **PGDM – Marketing** | 2020-2022

LANGUAGES KNOWN

ENGLISH, HINDI
