

Shreya Jaiswal

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Varanasi, UP



Skills Summary

Technical Skills: Power BI, MS Excel, MS Presentation, MS Word, Canva

Soft Skills: Leadership, Team Collaboration, Communication, Adaptability, Project Management

Corporate Exposure

Apex ROI Partner

Jun 2025 – Aug 2025

Meta Ads Intern

- Understood core concepts of Meta Ads, including ad structure, campaign types, and audience targeting frameworks
- Assisted in creating and managing Meta ad campaigns for real clients, gaining hands-on exposure to campaign launch and monitoring
- Analyzed ad performance metrics (CPC, CTR, ROAS) and contributed to weekly performance reports for optimization tracking
- Collaborated with team members to brainstorm and execute creative ad strategies tailored to brand goals

Projects

Unbranded to Branded: Tassel & Tote

Aug 2024

- Conducted Market Research: Led comprehensive market research to identify target demographics, preferences, and sustainability trends for eco-conscious consumers, focusing on the demand for natural fabric bags
- Established Brand Identity, the process involved creating a brand identity, which included developing the brand name, logo, and tagline
- Marketing Strategy: A comprehensive campaign was designed and implemented, incorporating social media, and content creation
- Organized Pop-up Events to further enhance brand visibility and foster customer engagement, pop-up events were organized in university

Marketing Campaign Project: Crispy Eden

Jan 2025

- Performed in-depth market research to analyze consumer demand for innovative fast-food options, focusing on trends in the snack segment
- Developed a distinctive campaign concept highlighting Crispy Eden's unique UFO Burgers, positioning them as the brand's signature product and key differentiator
- Designed and executed a cohesive multi-channel marketing campaign, using creative storytelling and engaging visuals to showcase the novelty and taste appeal of the UFO Burgers
- Created eye-catching posters, engaging reels, and behind-the-scenes videos of the fast food and its preparation process to attract and captivate the target audience

Certificates

- Microsoft Excel| Udemy
- Digital Marketing |Coursera

Jan 2025

Dec 2024

Education

Lovely Professional University

Phagwara, Punjab

Since Aug 2024

MBA – Investment Banking and Marketing Management (CGPA – 8.12)

Mahatma Gandhi Kashi Vidyapith University

Varanasi, UP

BCA – C and C++ (CGPA – 7.6)

Aug 2019 - June 2022