



# 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.
- **Simplilearn 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

[www.linkedin.com/in/vibhanshu-shukla-67920617a/](https://www.linkedin.com/in/vibhanshu-shukla-67920617a/)

## 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

- 10<sup>th</sup>, St Joseph School, Gorakhpur
- 12<sup>th</sup>, 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**

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