

Shefali Gupta

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📁 [portfolio](#)

Professional Summary

Motivated Marketing Communications Specialist with over 6.5 years' of experience. Creative, thorough, innovative, and analytical Marketing Communications Specialist who has worked under the marketing, public relations and internal-external communications areas of the overall communication umbrella.

Well-rounded perspective on communication planning, execution, and measurement to design & execute a company's overall communications strategy. Strong writer with the ability to take complex technical information and develop appropriate marketing and sales content. Proven record of driving successful marketing programs with consistent company branding and messaging.

Key Strengths

Web & Print Content Development	Formulation of Marketing Collateral: Posters, Infographics, Case-studies, Testimonials, Whitepapers, Presentations	Marketing Strategies & Campaigns	Public & Media Relations
Market Research	Business/Marketing Strategy	Project Management	Analytics / Reporting
Competitive Research & Analysis	Google AdWords; WordPress; Confluence; SEO Writing; Drupal; Cascade	Integration planning and execution	Proposal Development
Content Writing	Editing & Re-writing; Proofreading	Photoshop; Adobe Illustrator; Canva; Pixlr Editor; HTML; Video Editing; Animation	Conceptualization & Communications

Professional Experience



Marketing Communication Specialist

Primus Global Technologies Pvt Ltd

Client: Oracle Consulting Solution Center, Bangalore, India

June 2018 – July 2020

- Involve in creating marketing communications and content assets under the leadership of the MarCom Senior Director and in keeping with the strategic goals of the Marketing team and enterprise. Content / Communications include (but are not limited to): technical content, email campaign correspondence, market and product specific efforts, case studies, testimonials, infographics, whitepapers, presentations, and annual report development for internal-external publications.
- Develop the overall marketing programs, plan and deliver the program from end to end, strategy development, campaign management and delivery.
- Develop and execute tactical campaigns working across the full marketing mix in collaboration with BU leads, improving lead generation and measuring results.

- Formulate & manage the social media (Twitter / LinkedIn) & Oracle intranet channels for Oracle Consulting content.
- Produce and circulate thought leadership content (whitepapers, articles etc), marketing measurement reports and information relating to competitive analysis and market monitoring.
- Formulating reports with creative designs & content for various business analytics studies done inhouse, Industry Benchmarking and case studies. Designed all kinds of Marketing Collateral - Posters, Infographics, Standees, Animated Videos, Sales Decks, Corporate Brochures etc.
- Responsible for building and execute social media strategy through competitive and audience research.
- Streamlining and working towards sales enablement initiatives by creating thought provoking collateral in the form of presentations/user stories in support with the product pillar leaders.
- Managed proposal development process and served as lead writer, balancing workload and deliverables for multiple sales opportunities simultaneously, in addition to executing departmental and business development functions and special projects. Serve as owner and curator of the proposal management and development toolset - develop templates, tools, and best practices
- Reviewed RFPs to ensure firm addressed requirements and incorporated win themes, created, developed, designed, and distributed draft response documents, and responsible for all edits, finalizing and coordinating delivery of proposals.
- Optimizing Oracle Consulting social activities and produce multimedia contents about cloud & other products and derive metrics for the websites, content usage downloads and provide analysis, insights and actionable recommendations.
- Brainstorming a content calendar and researching industry related topics and defining action plans to address content gaps
- Communicating with technical developers and project consultants to bring out the right piece of content for in-house, web and guest blogging platforms.

Brand Marketing Specialist

Feb 2016 - May 2018

INVNTREE

InvnTree IP Services, Bangalore, India

- Proofreading and editing content of the technical document leveling it to the standards of the patent office.
- Involved in researching industry related topics and publishing articles/blogs for the website.
- Handled Social Media Marketing & PR for InvnTree & strategized and executed ATL & BTL marketing plans for creating brand awareness.
- Managed audience engagement on platforms Facebook, Twitter and LinkedIn.
- Planned creative and intriguing content for all platforms utilizing to the best functionality of individual platforms.
- Worked on Marketing Strategy for InvnTree that would help in creating brand awareness, build engagement, and acquire new customers.
- Developed and implemented an external communications strategy across all media platforms within the PR and communications
- Responsible for developing, managing and executing global and local client newsletter campaigns
- Adapt new ideas, techniques and best practices to enhance quality of daily tasks deployed.
- Responsible for generating detailed performance report and social insight report for engagement on campaigns, contests, boosted posts and overall performance. Transactional reports from Google Analytics, report for campaign performance, paid advertising, traffic generation and conversion.
- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaign



Facilitator & Project Coordinator, Branding & Content Writer
Etasha Society, New Delhi, India

Mar 2014 - July 2015

- Managed end-to-end training and operations of the skill development.
- Designed Training courses, Workshops and other trainings.
- Mobilization, Community outreach, Corporate and NGO partnerships, tie-ups and placements of the students.
- Ensured time bound delivery of courses as per the prescribed quality standard and as per curriculum and content.
- Promoted the program and building strong relationships with local stakeholders including Govt. and Pvt Sectors.
- Mentor the facilitator & administrative team and facilitate review performance.
- Build innovation into processes & delivery of the program with view towards continued excellence.
- Recipient of 'certificate of Achievement' for 'Facilitation skills'.

Primary Teacher

Apr 2013- Mar 2014

New Bright Public School, New Delhi, India

- Assembled detailed daily lesson plans in accordance with curriculum guidelines.
- Designed and implemented creative lesson plans to further students' understanding of grammar and vocabulary & prepared suitable aids for lessons.
- Assimilated teaching methods with an experiential and holistic teaching philosophy as the lead classroom teacher for third grade, and temporarily for multiple grade levels of English classes
- Plan field trips and in-class parties or activities that combine fun and entertainment with educational experiences.
- Provide lesson plans to office in case of absence and to correlate with other Primary Teachers
- Successfully managed classroom environment and provided positive role modeling.

Education



Symbiosis Institute of Business Management, Bengaluru
 Master of Business Administration (MBA-E) (Sales & Marketing),
 Specialized Marketing, Digital Marketing and Sales

2016 - 2018



Institute of Vocational Studies affiliated to SCERT
 Elementary Teacher Education (E.T.E),
 Central Teacher Eligibility Test Qualified

2011 - 2013



Delhi University
 B.A. Vocational degree in Marketing Management and Retail Business

2008 - 2011



Holy Child Auxilium School
 Affiliated to CBSE, New Delhi, India, XII & X