

AAYUSHI SHAMBHAWANI



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Portfolio Website :
aayushishambhwani.site

PROFICIENCIES

- **Tools** : Jira, WebEngage, Hootsuite, Figma, Front, Aircall, Google Workspace, Google Analytics, PowerBI, Leadsquare.
- **Platforms** : Meta, YouTube, LinkedIn, Reddit, Quora.
- **Brand & Growth Marketing**: Brand Strategy, Advertising, Campaign & Content Development, Copywriting, Social Media, Podcasts, Email & Influencer Marketing, PR, Online Reputation Management, SEO.
- **Project & Stakeholder Management**: Event Planning, Cross-Functional Collaboration, Brand Partnerships, Creator & User Engagement, UGC.
- **Compliance & Documentation**: Contracts, Copyright Transfers, Appearance Releases, Ownership Verification, Reporting.
- **Strategic Thinking & Execution**: Market Research & Analysis, Critical Thinking, Problem-Solving, Effective Communication, Negotiation.

CERTIFICATIONS

M.A. Political Science

Jai Narain Vyas University, Rajasthan
2020 - 2022

Bachelor of Arts

Jai Narain Vyas University, Rajasthan
2016 - 2019

RS-CIT - Rajasthan

Vardhaman Mahaveer Open University, Kota
2016 - 2017

Higher Secondary Education

Delhi Public School, Jodhpur, Rajasthan
2015 - 2016 | Humanities - 95.8 %

PROFILE

I define myself as a creative and strategic brand marketer with **3+ years of experience** in the industry driving brand growth, executing high-impact campaigns, and fostering audience connections to enhance brand credibility and business impact. My expertise spans **key pillars of modern marketing**. Focused on brand storytelling and community engagement, I strive to develop innovative strategies that drive brand trust and long-term impact.

With a data-driven approach, **I have contributed to 12% of total revenue and increased engagement by 50% YoY**. I thrive on strategic collaboration, UGC-driven content, and digital optimization, continuously refining processes to create meaningful brand experiences.

WORK EXPERIENCE

• **Brand Marketing Specialist**

Brand marketing | Influencer Marketing | Online Reputation Management
Event Production & Execution | Social Media Management | Public Relations

Company : Crio. Do

(Bengaluru)

May 2023 - Current

(01 Year 10 Months)

• **May 2024 - Current | Brand Marketing Specialist**

• **May 2023 - April 2024 | Influencer Marketing Manager**

As a Brand Marketing Specialist, I've led data-driven campaigns that strengthen brand trust, deepen audience engagement, and drive strategic business growth.

- **Strategic Brand Growth & Execution** : Led **30+ marketing projects**, from micro-campaigns to large-scale initiatives, collaborating across **performance marketing, email, content, influencers, ORM, and PR** to drive business impact.
- **Revenue-Driven Campaigns & Conversions** : Executed **full-funnel campaigns** like Reboot (Career Conclave) & Launchpad (Placement Drive), generating **₹2.3 Cr revenue, 9.9k leads, and 1.29% & 8.33% CVR**, exceeding industry benchmarks.
- **Brand Awareness & Advertising** : Optimized **multi-platform brand ads**, achieving **1.6M+ views** on the "Do It Despite the Doubts" campaign and **6-8% video-to-lead conversion rate** (2x of industry average).
- **Community Engagement & Brand Events** : Scaled brand-led events by **50% YoY**, integrating influencers to boost attendance. Crio Masterclass Affiliate Program alone drove **7.3k leads, 33.6% qualification rate, and 6M+ impressions**.
- **Online Reputation & PR Management** : Strengthened brand trust by **reducing negative brand mentions by 56%**, improving **Google ratings from 4.5 to 4.7**, and driving an SEO boost by reducing negative YouTube rankings, and securing PR coverage in *The Hindu, APN News, and My Big Plunge*.
- **Brand Consistency & Audience Engagement** : Developed brand toolkits and playbooks, **increasing brand recall by 20%** while **amplifying engagement by 25%** across YouTube, Instagram, LinkedIn, Quora, Reddit, and Discord through brand advocacy.

TRAININGS

- Preventing discrimination & harassment.
- Diversity - Inclusion & Sensitivity.
- Data Privacy- general data protection regulation & information security.
- Cyber security awareness.

INTERESTS

- Painting & Designing
- Creative Writing
- Reading
- Public speaking
- Travel & explore places.

REFERENCES

Farhat Ali Khan

Growth & Marketing Business Head
Ex- Crio.Do

Phone : +91 94508 28721

Shreya Dutta

Sr. Manager Marketing - Leapscholar
Ex- Crio.Do

Phone : +91 86985 37053

• **Influencer Marketing Manager**

Influencer Marketing | Online Reputation Management
Event Production & Execution | Social Media Management

Company : Crio. Do
(Bengaluru)

May 2023 - April 2024
(11 Months)

Transformed influencer marketing at Crio into a full-funnel growth engine, driving brand awareness, user acquisition, and notable business impact.

- **Revenue Growth & Cost efficiency** : Drove **12% of total revenue**, exceeding industry benchmarks (5-10% in EdTech), generating **43.6k leads** with a **21.4% qualification rate** and converting **4.5% of qualified leads** into paid customers at **₹1.8L ASP**.
- **Scalable & High-impact Partnerships** : Managed **300+ influencers** across EdTech, FinTech, and Infotainment, collaborating with industry leaders (IBM, Tech Mahindra, Yellow.AI) and top creators like Striver, Nishant, and Love Babbar.
- **Optimised Influencer Acquisition** : **Reducing CPL to ₹157** (30% below industry standards) and **CAC to ₹16.1k** (₹1.8L ASP), **36% lower** than upper industry benchmarks *i.e* ₹25k.
- **Multi-Platform Expansion & Community Growth** : Scaled influencer presence beyond YouTube to LinkedIn, Instagram, Twitter, and WhatsApp, driving multi-touchpoint engagement.
- **Strategic Budget & Performance Management** : Managed a ₹68L influencer budget, securing long term deals, reducing per-video costs by 20% and tracking performance to optimize impact.
- **Community & Brand Amplification** : Integrated influencers into flagship events (CAN, MentorConnect, Reboot), amplifying brand awareness and engagement.

• **Content Partnership Associate**

Acquisitions | Operations | Client - Partner Communication | UGC interface
Partner- Creator engagement | Brand representation

Company :
Trusted Media Brands, US
(New Delhi)

Nov 2021 - April 2023
(01 Year 06 Months)

- **Primary POC & Negotiations** : Served as the first point of contact for creators, handling deal negotiations, content acquisitions, and inbound-outbound outreach to streamline partnerships.
- **Strong Creator Relationships & UGC Optimization** : Built long-term creator partnerships, aligning goals & optimizing UGC acquisitions to meet business needs while maintaining an average response time of **6 hours (40% under 15 minutes)**.
- **High-Volume Partnerships & Brand Reach** : Closed **40+ partnership deals monthly** for TMB's 8 brands, including Reader's Digest, Taste of Home, and FailArmy, with combined reach of 200M+ audience, 250B+ monthly views, and 55M+ engagements.
- **Compliance & Rights Management** : Managed end-to-end documentation, including licensing, agreements, appearance releases, and copyright assignments, ensuring **99% ownership verification accuracy**.

Explore my professional work and portfolio at :

aayushishambhwani.site