

# SHRUTI CHOURASIA

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## SUMMARY

Product & Growth Marketer with a strong foundation in technology, data analytics, and digital strategy. Currently leading marketing at Collavio, driving user acquisition, product positioning, and growth initiatives for a product-focused platform. In parallel, contributing to marketing at Shakham Inc., a B2B service-based company, focusing on brand positioning, demand generation, and value-driven communication for business audiences.

Experienced in building data-driven marketing strategies, optimizing funnels, and leveraging analytics to improve conversion and engagement. Brings a unique blend of marketing, tech, and analytics to solve growth challenges and scale digital products.

## WORK EXPERIENCE

### Head of Marketing | Shakham Inc

Mar 2026 – Present

- Developed B2B marketing strategies to improve brand positioning and demand generation
- Led content and communication strategy focused on product and service offerings
- Managed LinkedIn-led campaigns to drive visibility and inbound interest
- Conducted market research and supported client acquisition strategies
- Built messaging frameworks to communicate business value and solutions effectively

### Head of Marketing | (Collavio – Product by Shakham)

Mar 2026 – Present

- Led product positioning and growth strategy to improve user acquisition and platform visibility
- Designed and optimized marketing funnels (awareness → conversion → retention)
- Analyzed user behavior and campaign performance to drive data-backed decisions
- Executed digital marketing initiatives across LinkedIn and other platforms
- Collaborated with product and tech teams to align messaging with product capabilities
- Built structured engagement strategies for students, institutions, and early adopters

### Frontend Development Intern | Shakham Inc

Apr 2025 - Feb 2026

- Developed responsive frontend components and integrated APIs for internal tools and platforms.
- Automated reporting workflows using n8n, reducing manual effort in internal processes.
- Assisted in cloud deployment and application monitoring using AWS and PM2.
- Documented system workflows and technical processes for team collaboration.

### Angular Developer Intern | TechnoSpectra EdTech Pvt. Ltd

Jul 2023 – Jan 2024

- Built dynamic user interfaces using Angular, TypeScript, HTML, CSS, and Bootstrap.
- Developed modules for portfolio website, e-commerce platform, and library management system.
- Integrated frontend with backend APIs and participated in code reviews to maintain code quality.

## SKILLS

- Growth & Marketing: Growth Strategy, User Acquisition, Funnel Optimization, Product Positioning, Go-To-Market Strategy
- Analytics & Data: Marketing Analytics, Data Analysis, Conversion Rate Optimization, Dashboarding (Excel, Tableau), KPI Tracking & Reporting
- Tools & Platforms: Google Analytics (basic), Excel, Tableau, n8n (Automation), LinkedIn Marketing
- Technical Foundation: SQL, Python (basic), API Understanding

## PROJECTS

### Snaplink – Connecting Photographers and Editors with Clients

- Developed a platform that bridges the gap between photographers, editors, and clients, enabling seamless collaboration.
- Designed the frontend using React.js and built backend functionality with FastAPI, ensuring fast and secure data transactions.
- Integrated MySQL for user and project data storage.
- Implemented REST APIs for authentication, profile management, and booking services.

### LinkedIn Weekly Post Automation

- Designed and built an automation pipeline using n8n to eliminate manual reporting efforts.
  - Integrated LinkedIn APIs and custom triggers to schedule time-based data inputs.
  - Relevance: Demonstrated ability to automate recurring tasks and improve workflow efficiency.
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## EDUCATION

### Master of Computer Application

Sep 2024 - Present

### MES Institute of Management and Career Courses, Pune

- Skill Development and Certifications: Acquired certifications, including a Master's course in AI, to enhance technical proficiency and stay updated with industry trends.
- Team Participation: Engaged in group activities to share knowledge, brainstorm innovative ideas, and strengthen problem-solving skills.

### Bachelor of Computer Application

Aug 2020 - Jun 2023

### City Premier College, Nagpur

- Activities and societies: - Actively participated in a variety of college events, successfully achieving 1st prize and 2nd prize.
  - Demonstrated strong academic performance throughout studies.
  - Fostered meaningful relationships with both teachers and peers
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## ACTIVITIES AND HONORS

- Active member of Coding Club and Tech Mitra at MES IMCC: collaborated with members to explore and implement new technologies.
  - Volunteered for Navonmesh 2025 – State Level Software Project Competition.
  - Student Volunteer for All India Oracle Users Group (AIOUG) event held at MES IMCC College.
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## CERTIFICATIONS

- AI-Powered Marketer – Semrush
- Career Essentials in Data Analysis – Microsoft
- Tableau Training – Simplilearn
- Digital Marketing Course – Udemy
- Instagram Marketing – IIIDE (The Digital School)