



# Shilpy Chaturvedi

Sales Enablement | Digital Marketing | Content Strategy

## About Me

Marketing and sales enablement professional with 6+ years of experience in digital marketing, content strategy, and sales support. Skilled at bridging marketing and sales, optimizing workflows, and driving revenue growth. Passionate about automation and data-driven strategies.

## My Contact

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## Key Skills

### Marketing & Social Media Strategy

- Social media growth & engagement (LinkedIn, Twitter, Instagram)
- Content calendar planning & execution
- Multi-channel marketing (social, email, video, blog)
- LinkedIn Paid Ads & Campaign Management
- SEO-optimized content creation

### Sales Enablement & Lead Generation

- Sales collateral development (pitch decks, standees, one-pagers)
- Prospect research & list building for conferences
- CRM optimization & data organization (HubSpot)
- Customer onboarding & product tutorials

### Content Creation & Video Production

- Copywriting (blogs, whitepapers, case studies)
- Explainer videos, product demos & tutorials
- AI-assisted content generation (ChatGPT, Claude, Perplexity.ai, Gemini)
- Video editing & motion graphics (Adobe Premiere Pro, Clipchamp, Veed.io, Heygen)
- Image generation & branding (Midjourney, Canva)

### Analytics & Performance Tracking

- LinkedIn Ad Campaign Performance Analysis
- Data-driven marketing strategy & reporting
- A/B testing & conversion rate optimization
- ROI analysis for social media & ad campaigns

### Software & Tools

- Social Media & Scheduling: Hootsuite, Publer
- CRM & Sales: HubSpot
- Ad & Marketing Platforms: LinkedIn Ads
- Design & Video Editing: Canva, Adobe Premiere Pro, Clipchamp, Veed.io, Heygen
- AI & Automation: ChatGPT, Claude, Perplexity.ai, Gemini, Eleven Labs, Midjourney

## Education

- **Advanced Program in Marketing** | Jul' 23– Jun' 24 | Indian Institute of Management, Calcutta
- **Bachelors in Technology in Biotechnology** | Aug' 13– Jul' 17 | Dr. D. Y. Patil Vidyapeeth, Pune

## Professional Experience

### Prof Jim Inc. | Sales Enablement Associate | Sep' 24 – Present

Key responsibilities:

- Created **sales content** that secured a **\$12K deal** in the first month.
- Researched **prospect lists** for conferences, leading to **5+ deals**.
- Designed **sales collateral** (standees, one-pagers, pitch decks) for diverse industries.
- Produced **demo videos and customer support content**, improving onboarding by 30%.
- Discovered **critical software bugs**, earning a **performance bonus**.
- Optimized **sales data and HubSpot CRM** for efficiency.
- Developed **research-based white papers**, managing content, design, and branding.
- Awarded for **resilience and exceptional work** in securing a top global university as a client.

### Prof Jim Inc. | Social Media Marketing Coordinator | Jul' 23 – Aug' 24

Key responsibilities:

- Built social from scratch—took LinkedIn from **2K to 20K+**, with **300%** higher engagement.
- Ran **LinkedIn paid ad campaigns**, increasing **brand visibility and lead generation**.
- Created **SEO-driven blogs, whitepapers, and case studies**, strengthening brand authority.
- Led **multi-channel campaigns** (social, email, video), boosted **inbound sales inquiries by 15%**.
- Conducted **market research** via Pollfish & SurveyMonkey—crafted **data-backed copy** (“15X faster”) that **shaped website, social content & client messaging**.
- Managed a **content calendar**, balancing planned campaigns with real-time updates.
- Increased **email open rates by 25%** and **CTR by 15%** through A/B testing.
- Worked cross-functionally with **design, engineering, and sales teams** for cohesive marketing.
- Developed **explainer videos and tutorials**, reducing support queries by 20%.
- Tracked performance (**GA & Hootsuite**), **reported ROI, engagement weekly**.

### Step2Growth | Marketing Project Manager | Jul' 21 – Jul' 23

Key responsibilities:

- Led **content strategy and execution** for agency's social media/lead generation projects.
- **Managed client interactions** and worked on creative marketing collaterals of **over 20+ clients** from varying industries (FMCG, NGO, Tech, etc).
- Developed **100+ pieces of content**, including **blogs, infographics, and videos**.
- Designed a **comprehensive marketing training product** to drive in sales.

### Le-Vanza Food and Herbals | Assistant Manager (Marketing & Operations) | Apr' 18 – Apr' 21

Key responsibilities:

- Oversaw social media and created website content.
- Conducted sales training sessions, designed sales related content.

### Researchmatters.in | Freelance Writer | Jan' 17 – Jan' 18

Key responsibilities:

- Published various science and technology based articles.

## Awards and Recognition

- **Powerhouse Performance Award (Jan 2025)** – Recognized for delivering high-quality content in record time for a key client.
- **Certificate of Excellence (Oct 2023)**– Awarded for achieving 100K+ impressions through high-impact social media campaign.
- **Performance Bonus (Nov, 2024)** – Recognized for spotting critical product bugs and providing valuable UX insights.
- **Performance Bonus & Recognition (Dec, 2024)**– Acknowledged for creating visually stunning and complex content tailored for an elite client.
- **Multiple Bonuses & Recognitions** – For exceptional work in social media marketing, including producing a video on the company's art team that attracted investor interest.