

Drishiti Sanghavi

WORK EXPERIENCE

Marketing Consultant

Klear B2B (Hungary, remote), Jan 2023 - Present

- Promoted to Marketing Consultant, responsible for **managing client projects**, expectations & communications
- In charge of consulting with clients on **marketing strategy**
- Responsible for **executing ABM campaigns** for **lead and demand generation**
- Managed **content creation** (social media, blogs, newsletters, case studies, videos, website copy)
- Acted as a **project manager** for client systems and communications

Content Manager

July 2022 - Jan 2023

- Acted as the **outsourced marketing manager** for B2B tech/dev/IT/SaaS clients
- In charge of **client content creation**, **buyer research** and assisting in strategizing **GTM plans**.
- Responsible for regularly creating & updating **newsletters, dashboards, LinkedIn posts, calculators, quizzes, blogs and website copy**.

Marketing Apprentice

Experience Care (Texas USA, remote), May 2021 - Sep 2021

- Orchestrated the **cold email marketing strategy** and boosted **email open rates by 20%**.
- Co-authored multiple blogs on healthcare, with **3 of my blogs being ranked in the top 10 most visited blogs** and helped **revamp website copy**.
- Formulated the **LinkedIn Live engagement strategy** and was in charge of **weekly newsletters**.
- Involved in **podcast script creation** and helped **enhance SEO practices by creating a backlink strategy**.
- **Documented SOPs** for 6+ of my projects and **trained incoming interns** to increase efficiency.

Product Analyst Intern

guch (Bangalore India, remote), Nov 2020 - Mar 2021

- Created the company's **website copy and illustrations** for their new product launch, bringing in **500+ visitors** on the launch day.
- Performed **in-depth analysis** and provided **recommendations to the UI/UX to improve the product** before launch.
- Involved in the **product launch** on Product Hunt and helped **map out the processes** for it.

EDUCATION

Bachelor of Business Management (Marketing)

Kishichand Chellaram College

PERSONAL INFO

Email: sanghavidrishti.work@gmail.com

LinkedIn: <https://www.linkedin.com/in/drishtisanghavi/>

Location: Mumbai, India

SKILLS

Remote work technology

(Gsuite, MS Office, Asana, ClickUp, Slack, Notion, Miro, Loom)

Automation and Prospecting

(Sales Navigator, Leadfeeder, ZoomInfo, Lemlist, Bento, Clay.ai, Apollo, ActiveCampaign)

Content and SEO

(ChatGPT/Gemini, Ahrefs, Otter.ai, Jarvis.ai, Usetopic)

Distribution and Social Media

(LinkedIn, Twitter, WordPress)

Design and Video

(Canva, Figma, Descript)

Data Visualization

Tableau, Looker Studio

INTERESTS & ACTIVITIES

Entrepreneurial and Literary:

- Member of the PR and Social media committee at University
- Ran an Instagram business at 17.
- Member of debate and literature society at University
- Won several grants and scholarships for Speech, Extempore and Debate competitions

Languages: English, Hindi, Gujarati

VOLUNTEERING

English Teaching Assistant in Sri Lanka
Painting Volunteer (Slum Redevelopment)
Youth President (AIESEC)