

Drishti Sanghavi

EXPERIENCE

B2B SaaS Marketing Intern

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

- Orchestrated the 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**.
- 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

- Formulated 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.

Marketing and Business Development Manager

AIESEC (International, hybrid), Jan 2020-Feb 2021

- Supervised and trained a team of 4 people** to foster and maintain sustainable business marketing practices, partnerships and policies.
- Pioneered the 'Meraki' sponsorship event** for **lead generation** which was attended by over 200 people.
- Negotiated partnerships with 3 companies** and got them on board to partner with AIESEC for the flagship event, YSF.

Marketing and Content Freelancer

Hunter (Delaware USA, remote), Nov 2021-Present

- Responsible for writing about 3 pieces a month including designing infographics and SEO research.

Convesio (California USA, remote), April 2021-Sept. 2021

- Composed technical blogs on WordPress and SaaS, designed infographics for the same.

Paperflite (Bangalore India, remote), Feb 2021-May 2021

- Composed 10 blogs, both short-form (500-700 words) and long-form (1000-3500) over the span of 4 months.
- Designed graphics, illustrations, and infographics for their content.

EDUCATION

Bachelor of Business Management (Marketing)

Kishichand Chellaram College,
Graduation: 2022

Relevant Coursework: Business-to-Business Marketing Strategy, Corporate Finance, Applied Marketing Management and Leadership, Product and Brand Management. Business Research and Strategy, Consumer Behaviour, Human Behavioural Study, Management Ethics and Principles, Automation in Marketing, Digital Marketing in Technology.

VOLUNTEERING

English Teaching Assistant (Sri Lanka)
Painting Volunteer (Slum Redevelopment, Mumbai, India)
YSF President (Mental Health Awareness campaign)

PERSONAL INFO

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SKILLS

Project Management
(Asana, Slack, Notion)

Content and SEO
(Ahrefs, Otter.ai, Jarvis.ai, Usetopic)

Automation and Prospecting
(Sales Navigator, Leadfeeder, ZoomInfo, Lemlist, Bento)

Distribution and Social Media
(LinkedIn, Twitter, WordPress)

Design
(Canva, Figma)

Technology
(Gsuite, Excel)

PORTFOLIO

<https://drishtisanghavi.journoportfolio.com/>

INTERESTS & ACTIVITIES

Sports: Badminton and Swimming

Entrepreneurial and Cultural: 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