



Priyanshi Agrawal

ESCP Student Junior Consultant at CHANEL | MSc in Marketing & Creativity - ESCP Business School

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Languages

English

About

Hi there! I'm Priyanshi Agrawal, and I'm all about fueling brand growth and expanding market presence through the power of digital marketing and strategic business development.

With a track record of delivering results and driving success, I've honed my skills in marketing automation, digital strategies, and creating compelling visual identities. My journey has been marked by securing valuable PR opportunities and building strong partnerships with industry leaders.

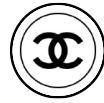
Currently pursuing an MSc in Marketing and Creativity, I'm committed to staying at the cutting edge of marketing trends and strategies, ensuring that I bring the latest and greatest to every project I undertake.

Let's connect and explore how my passion for marketing and business development can drive growth for your organization. Together, we can create remarkable success stories.

BRANDS WORKED WITH

- CHANEL
- IIDE - Indian Institute of Digital Education
- Kids EQ Box
- The explorester
- The label Inc

Experience



● ESCP Student Junior Consultant

CHANEL | Sep 2023 -

An ESCP student project for which my student team was assigned a brief on a business topic, simulating a consultancy assignment for Chanel.

The scope of the assignment was within the digital space on domains ranging from E-Business, Creative Media, Digital Innovation, Digital Transformation, Sustainability, and Data/Artificial Intelligence.

Our team worked for 10 weeks on a part-time basis on this project, undertaking the following activities: account management, project management, analysis, proposal preparation, and final presentation to a jury made up of senior stakeholders.

● Business Development Intern

IIDE - Indian Institute of Digital Education | Mar 2022 - Oct 2022

1. Launched the "Refer and Earn" campaign which increased sales by 3% in six months.
2. Involved in extensive market research, strategic implementation, drafting of terms and conditions, and utilization of omnichannel strategies.
3. Established IIDE's 1st franchise and an international branch in Nepal.
4. Fostered partnerships with 6 marketing agencies in Nepal to support student recruitment and B2B collaborations.

● Marketing Automation Intern

IIDE - Indian Institute of Digital Education | Mar 2022 - Oct 2022

1. Nurtured potential customers by automating multiple customer journeys across all consumer touchpoints using WebEngage and Salesforce which led to 1.2% increase in conversion rates.

● Social Media Manager

The label Inc | Jun 2021 - Apr 2022

- 1.Strategy Development: Spearheaded the creation and execution of an innovative social media strategy focused on enhancing conversion rates.

- 2.Utilization of Meta Business: Leveraged the capabilities of Meta Business Suite to orchestrate and manage diverse campaigns aimed at boosting brand engagement and conversions.
- 3.Achieved Conversion Growth: Successfully propelled the brand's conversion rate to a notable 0.7% over a span of one year, through strategic campaign management and optimization.
- 4.Enhanced Engagement: Elevated the brand's engagement rate to a robust 3.6%, fostering a more interactive and engaged community around the brand.

- **Social Media Manager**

Kids EQ Box | Jun 2021 - Aug 2021

- **Digital Marketing Manager**

The explorester | Jun 2020 - Jan 2022

1. Developed visual brand and content strategy, which contributed to successful PR.
2. Established strategic partnerships with renowned brands like Tata, Samsung, and VisitAbuDhabi, leading to a significant 3% audience expansion.
3. Collaborated with the creative team to produce engaging marketing materials.
4. Executed both organic and paid marketing campaigns on platforms such as Facebook, Instagram, YouTube, and Google, resulting in a remarkable conversion rate increase from 2.3% to 4.2%.

Education & Training

2022

- **ESCP Business School**

Msc Marketing and Creativity,

2021 - 2022

- **IIDE - The Digital School**

Post Graduate Diploma in Digital Marketing,

2018 - 2021

- **Christ University, Bangalore**

Bachelor of Business Administration - BBA,