

Srishti SNR

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PROFILE

Digital marketing postgraduate at the University of Galway with hands-on experience in B2B content strategy, corporate storytelling, and cross-functional collaboration across agency and in-house roles. Proven track record in producing sales-enabling content, building engaged communities, and driving brand communications across the full funnel. Strong written communicator with a background in presentations, product storytelling, and AI-assisted workflows, looking to bring these skills into a SaaS or B2B marketing environment. Available for full-time work without sponsorship under **Stamp 2 Visa** from June to September, with plans to secure a Graduate 1G Visa in August.

SKILLS & CERTIFICATIONS

Certifications: Foundations of Digital Marketing (Google) • Email Marketing (HubSpot) • Content-Led SEO (Semrush)

Marketing: B2B Content Strategy • Corporate Communications • Product Marketing • Copywriting • Storytelling • Email Marketing • Community & Employee Engagement • Campaign Development

Tools & Tech: Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, After Effects) • Meta Business Suite • CapCut • Canva • Generative AI (Claude, ChatGPT, AI-assisted workflows)

EXPERIENCE

Content & Community Executive | *Grá Chocolates, Galway* Dec 2025 – Apr 2026

- Lead multi-platform content creation across Instagram, TikTok, LinkedIn, X, Threads, Pinterest, and YouTube
- Manage daily community engagement, ensuring timely responses and positive brand sentiment
- Drove 10% MoM web traffic growth through strategic social media referrals
- Supported 30% YoY sales growth generated via trackable social campaigns
- Assisted with email marketing campaigns, including audience segmentation and lead nurturing
- Delivered monthly analytics reports with performance insights and optimisation recommendations
- Supported the planning and coordination of brand events, product launches, pop-ups and retail activations.

Content Marketing Manager | *Think Tree Media House, India* Jun 2024 – May 2025

- Grew agency's Instagram presence from 5,000 to 12,000+ followers organically in 6 months
- Managed cross-functional collaboration between creative, strategy, and account teams to deliver integrated campaigns on brief and on time.
- Produced regular employee and culture content; including team spotlights, behind-the-scenes posts.
- Created agency showcase content highlighting client work, campaign results, and creative process
- Contributed to client-facing pitch decks and presentations.

Social Media Intern | *Unalome Project, India* Sep 2021 – Dec 2022

- Managed social media presence and community engagement to build an active, loyal following.
- Produced and edited video content to promote workshops, driving attendance and brand awareness.
- Conducted follow-up calls with warm leads to convert interest into workshop registrations.

EDUCATION

MSc Digital Marketing | *University of Galway* Sep 2025 – Aug 2026

Bachelor of Architecture | *DSATM, India* Aug 2019 – May 2024

PERSONAL BRAND & SPEAKING

@solarsrishtem | *Instagram Content Creator*

Built and sustained a personal brand through lifestyle Reels on Instagram and Youtube since 2020, demonstrating organic community building and consistent content output.

Inspire Marketing Community, Ireland | *Speaker*

Developed and delivered a personal storytelling presentation at a community event for international marketing immigrants in Ireland.