

SHREYA SAXENA

Content Strategy • Brand Strategy • Creative Direction

Bengaluru, India | shreyasaxena.biz@gmail.com | +91 99889 87500 | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Content and brand strategist with 5+ years building brand presence from the ground up — across a marketing agency, a climate-tech startup, sports-lifestyle accounts, and a D2C brand founded and scaled from zero. Currently drive content, brand, and go-to-market strategy for a national sleep-solutions brand at Odigma, growing its social following 20% and organic engagement up to 25x through a full strategy rebuild. Comfortable owning a brand end-to-end: positioning, content systems, campaign strategy, offline activation, and team leadership. Looking for content strategy, brand management, or creative direction roles at agencies or MNCs.

CORE SKILLS

Strategy: Brand Strategy, Go-to-Market Strategy, Content Strategy, Regional Campaign Planning, Brand Positioning & Repositioning, Brand Guidelines Development

Execution: Content Calendars, Social Media Management, Photo & Video Shoot Direction, Offline Activations & Print Collateral, SEO (On-Page & Off-Page), Email Marketing

Leadership: Client & New-Business Pitching, Cross-Functional Team Leadership, Account Management, Community Building

PROFESSIONAL EXPERIENCE

Content Strategist — Odigma

Mar 2026 – Present

Marketing agency | Bengaluru, India

- Own content and brand strategy for Repose (primary account); contribute to Blaupunkt, Puravankara, Ola Electric, and Shriram Properties; serve as Account Manager for Pacifica's ad hoc marketing.
- Grew Repose's social following 20% (17.5K → 21K) and organic post engagement 20–25x (3–4 → 80–100 likes/post, unboosted) through a full content strategy rebuild.
- Designed and executed Repose's go-to-market and regional campaign strategy across Tamil Nadu, Kerala, Karnataka, and beyond.
- Directed Repose's end-to-end brand refresh, including a new brand mascot, offline activations, and print collateral.
- Selected as the team's lead presenter for client and new-business pitches.

Marketing Strategy Intern, CMO's Office — Uravu Labs

Jun 2025 – Jul 2025

Climate-tech startup | Bengaluru, India

- Built a multi-channel activation strategy, online and offline, for the B2B business and an upcoming B2C vertical.
- Authored the brand's social media guidelines and a scalable content calendar for campaign execution.
- Managed the Instagram account end-to-end and created 20+ LinkedIn posts using AI-assisted workflows to drive awareness and conversions.

Content Strategy Intern — Sunlight Sports (Li-Ning & Hundred)

Dec 2024 – Jan 2025

Sports-lifestyle brand accounts | India

- Managed end-to-end content and production across 7 social accounts, including on-ground photo and video shoots.
- Built the content calendar and led a brand repositioning for Hundred to unlock better growth.
- Launched two reel-based content IPs, Rocket Science and String Theory, to build topical authority on both pages.
- Produced 90+ Instagram reels, raising average reel views 4x (3K → 12K).
- Drove 5K+ follower growth across Li-Ning and Hundred's global pages (US, UAE, Singapore, India) in under two months.

Founder — totebags.in

Jun 2021 – Jul 2024

D2C bag and apparel brand | India

- Founded and scaled an Instagram-first D2C brand to 1,000+ online orders, with 20+ in-person exhibitions over 3 years across bag and T-shirt lines.
- Built a profitable unit-economics model (₹600 avg. retail vs. ₹120 production, ~80% gross margin) and a 10% commission structure for artist collaborators.

- Led a 7-member cross-functional team (design, marketing, operations) while carrying a full course load.
- Invited as a panelist at O.P. Jindal Global University's Entrepreneurship Summit to speak on social algorithms reshaping business adaptation.

ADDITIONAL EXPERIENCE

- **Marketing Intern, Bite Right** (Jun–Sep 2023) — owned Instagram end-to-end, created 60+ posts across LinkedIn and Meta, built brand guidelines and social strategy from scratch, and doubled campaign performance through result analysis.
- **Marketing & CSR Intern, Fast&Up India** (Jun–Sep 2023) — benchmarked 10 plant-based food brands to sharpen content positioning; owned the content calendar and drove 3 sustainability-focused CSR initiatives.
- **Digital Marketing Intern, Action For India** (May–Jun 2022) — led 4 email marketing campaigns for a small-business mentoring cohort and coordinated SEO, design, and content across Facebook, Instagram, and Google.

EDUCATION

Jindal Global Business School

Delhi NCR

BBA (Hons.) + MBA in Marketing & Human Resources | 2021 – 2026

- Leadership Roles: Class Representative, President – Parinde, General Secretary – Theatre Society, Founding Member – Entrepreneurship Club, Head Social Media – Investment Society, Head – Multiple Events
- Global Exposure: Summer School Delegation, Pace University, New York.

Sanskriti School, Delhi

2020 – 2021

Class 10th & 12th | CBSE Board

- Achievements: 93% (Class 10), 95% (Class 12).
- Extracurriculars: State-Level Swimming, State-Level Football, Volunteer Scribe.