SHIVANG LALA

BRAND STRATEGY & MARKETING

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Brand and marketing strategist with a BBA in Finance and Advertising & Branding from FLAME University. Has built brand guidelines, campaigns, pitch decks and content for clients in certification, B2B SaaS, jewellery and wellness, and co-founded a campus dessert business that reached ₹3.5L in revenue.

EXPERIENCE

Zenith Quality Assessors Pvt. Ltd. – Brand & Marketing (Freelance) Jul 2025 – Sep 2026, Remote

- Created brand guidelines (colours, typography, post copy, presentation style) for an ISO and CE certification body, unifying its LinkedIn, sales and training material.
- Led the 20th-anniversary LinkedIn campaign: a month-long content calendar ending in an anniversary film.
- Produced training decks, brochures, flyers and videos, including an explainer on global medical-device certification marks.
- Researched Indian medical-device export markets to identify prospective CE-marking clients.

Crescent Silver – Social Media & Content (Freelance) Jul 2026 – Sep 2026, Remote

- Revamped Instagram for a Kolkata jewellery and gifting brand with a new grid, content pillars and reels, growing followers 20% in three months.
- Shot product photography for 20–30 pieces, ran model shoots for the jewellery range and assisted with editing the shoots.

Connecting Dots – Social Media (Freelance) Jul 2026

- Refreshed the visual style and created reels for a Pune parent-toddler programme, helping draw about 10 parents to demo classes.

Nulife Holistic Centre – Social Media (Freelance) Jul 2025 – Jan 2026, Remote

- Launched the wellness centre's Instagram from scratch and grew it organically to 140 followers.

YUJ IT Solutions – Marketing Intern May 2025 – Aug 2025, Remote, part-time

- Researched markets and built 3 pitch decks for B2B tech products, including a market-scope deck for consumer VR glasses.

Chomp Desserts – Co-Founder May 2023 – Aug 2024, Pune

- Co-founded a quick-service dessert counter at Gaurav Food Court, outside FLAME University, serving 20–30+ customers daily and reaching ₹3.5L in revenue within six months.
- Drove footfall through campus word of mouth, reels and a "guest staff" day where students worked behind the counter.
- Managed operations, vendors and a team of four, then handed the business over to new management.

Protecterra Ecological Foundation – Intern May 2024 – Aug 2024, Part-time

- Built a spreadsheet catalogue with scannable codes for 300–400 NGO library books, shelved by genre.

PROJECTS

Kota Documentary, Discover India Programme (FLAME): Researched, scripted, shot and edited a documentary on Kota's coaching culture; ranked 5th in the programme.

EDUCATION

FLAME University, Pune – BBA, Finance and Advertising & Branding 2023 – 2026
CGPA 8.14, Dean's Roll of Honour

St. Vincent's High School – HSC, Commerce 2023
91.5%, State Topper in German, HSC Board (100/100)

SKILLS

Marketing: Brand Strategy, Brand Guidelines, Campaign Planning, Content Strategy, Instagram, LinkedIn, Market Research
Creative: Product Photography, Model Photography, Premiere Pro, Canva, Presentation Design
Analytical: Excel, Financial Modelling, Data Visualisation
AI Tools: Claude, Google Antigravity, Other Generative AI Platforms
Languages: English, Hindi, Marathi (Fluent), German (Basic)
Beyond Work: Running, Guitar (4 Years), Photography, Trekking, Cycling