

# Shreya Barman

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## Profile

Passionate problem-solver and strategic thinker with a track record of success in business consulting, project management, and market research. Skilled in optimizing processes, collaborating with stakeholders, and delivering data-driven solutions that drive efficiency and innovation. Excels at transforming complex challenges into actionable strategies to create tangible value. Committed to continuous learning, fostering innovation, and making a meaningful impact in every project.

## Experience

01/2025 – 03/2025

Boston, MA

### Digital Marketing Client Project

#### Related Beal

- Led the development and execution of a highly successful digital marketing campaign that greatly increased brand visibility and customer engagement
- Conducted comprehensive market research and competitive analysis to optimize marketing strategies and achieve maximum results
- Devised content strategies and social media tactics that led to a 50% increase in audience interaction Analyzed
- campaign performance metrics to identify areas for improvement and delivered data-driven recommendations for enhanced results

10/2024 – 12/2024

Boston, MA

### Client Project

#### Thynk

- Conducted market research for the ADHD vertical, evaluating competitive positioning and identifying opportunities that led to a 15% increase in market penetration strategies.
- Designed and implemented a sales tracking framework, increasing lead management efficiency by 20% and improving conversion rates.
- Collaborated with a 10-member team, with 2-3 members per vertical, to develop strategic recommendations for process enhancement, enhancing cross-functional collaboration between neuroscience, engineering, education, and sales teams.
- Supported product development for the ADHD vertical, contributing to 11 validated studies showcasing real- world benefits in behavioral health and academics.

08/2023 – 09/2023

Dubai, UAE

### Project Management Intern

#### Excelerate

- Developed a strategic roadmap for a global virtual event, aligning key deliverables with milestones to ensure seamless execution.
- Led cross-functional international teams, implementing streamlined communication processes to enhance collaboration and efficiency.
- Applied project management frameworks to optimize workflows, delivering the event ahead of schedule while maintaining quality standards.
- Reduced costs by 20% through proactive risk management and resource allocation, maximizing budget efficiency.
- Successfully executed the event with high-impact outcomes, receiving recognition from senior leadership for excellence in delivery.

## Education and Training

08/2024 – present

Boston, MA

### Masters of Science | Management

#### Boston University

- Awarded with Director's Achievement Scholarship
- Director's Honors List
- Winner of the 2024 Battle of Boutiques Case Competition
- Participated in the 2024 UPenn Health Case Competition
- Teaching Assistant (Spring 2025)
- Participated in GPL Deloitte Case Competition

08/2020 – 05/2024

Andhra Pradesh, India

### Electronics and Communications Engineering (VLSI)

#### Vellore Institute of Technology

- A Review of mRNA Vaccines with the Aid of Lipid Nanoparticles, Springer Journals May 13, 2023,
- Effect and Sustainability of Metaverse in the Consumer Market, IOSR Journal of Business and Management (IOSR-JBM) March 13, 2023
- Aftermath of the Weather Change in Guwahati Over the Past Decade, Quest Journals of Research in Environmental and Earth Sciences

## Skills

Figma, FigJam, Miro, Chat GPT, Perplexity, MS Excel, Tableau, Power Bi

## Activities and Honors

Case Competitions & Consulting Challenges: Proactively engaged in problem-resolving competitions to raise analytical thinking. Creative Pursuits: Passionate about writing, sketching, and strategic storytelling, blending creativity with logic.