S H R E Y M E H R A

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P R O F I L E

A product and brand marketer at the intersection of GTM strategy, lifecycle communications, and AI-augmented workflow design. At Tickertape, built pricing and lifecycle messaging frameworks that drove a 310% CTR lift and 16% monthly churn reduction across a 180K-MAU fintech platform. At iSelect, orchestrated product-change communications for 700+ employees across seven departments, delivering on CEO, CMO, and CPO-level priorities consistently and on time. Fluent in the full GTM stack: audience segmentation, funnel optimisation, brand architecture, and AI-native tooling. Built Voice'D end-to-end, a brand voice comparator tool powered by the Claude API, because understanding how a brand actually sounds is a problem worth solving.

E X P E R I E N C E

iSelect & Compare the Market · Brand & Communications Coordinator *Nov 2023 – Present*

Melbourne, Australia

- With 700+ employees across APAC needing consistent, leadership-backed product-change communications, architected cross-departmental communication workflows spanning 7+ teams, delivering on-time campaigns for CEO, CMO, and CPO priorities throughout, with zero missed launch windows.
- When open-rate and churn data signalled flat engagement across internal campaigns, redesigned the messaging architecture and cadence using performance analytics, lifting month-on-month engagement 46% and establishing a data-led communications rhythm across all channels.
- Tasked with scaling 6+ cause-marketing and employee engagement programs end-to-end, managed internal content production, stakeholder briefings, and multi-channel rollouts inside a regulated financial services environment, keeping every activation on brief and on spec.
- Identified runaway supplier costs across 20+ annual events and activations; renegotiated agreements and rebuilt procurement workflows from scratch, cutting vendor costs 78% without reducing event quality or audience reach.
- Deployed AI-assisted brief templates and content-automation workflows across legal-reviewed product communications, reducing revision cycles and accelerating campaign turnaround while maintaining the compliance discipline a regulated environment demands.

Key skills: GTM communications · Stakeholder alignment · Regulated campaign planning · AI-augmented brief workflows · GA4 · Tableau

Bliss & Birch Pty. Ltd. · Marketing & Communications Lead *Jul 2023 – Nov 2023*

Melbourne, Australia

- Facing a brand with genuine product quality but limited market reach, led end-to-end execution of four integrated campaigns, translating product objectives into audience-specific messaging across content, stakeholder coordination, and asset production, delivering 56% sales uplift and 32% profit growth in Q2.
- Diagnosed a weak digital and physical footprint; designed and launched three targeted digital campaigns alongside website optimisation and guerrilla marketing activations, expanding brand reach while keeping positioning consistent across every channel.
- With brand assets scattered across vendors and channels, produced 20+ localised marketing assets across digital and social, centralising governance and ensuring on-time delivery at every touchpoint.

Key skills: Integrated GTM execution · Brand consistency · Campaign production · Canva · Adobe Suite · Mailchimp

Tickertape Pty. Ltd. · Growth Marketing & Communications Associate *May 2022 – Jun 2023*

Remote (Australia)

- Confronted with a complex fintech pricing structure that was suppressing conversion and creating user confusion, built pricing communications and lifecycle marketing frameworks from scratch, mapping message to funnel stage systematically and achieving a 310% CTR increase and 140% CX score improvement.
- Tasked with growing an emerging investment platform and defending retention inside a competitive fintech market, designed and ran targeted ad campaigns and lifecycle messaging nudges, scaling to 20,000 MAU, reducing churn 16% month-on-month, and driving 170% year-on-year engagement uplift.
- When 40+ concurrent creative workflows lacked governance and brand consistency standards, built documentation systems and comms frameworks that aligned messaging at 180,000 MAU across 20 locations, achieving 72% month-on-month engagement uplift while maintaining a coherent brand voice without compliance risk.

Key skills: Pricing comms · Lifecycle marketing · Funnel optimisation · A/B testing · MoEngage · Atlassian · In-app marketing

Amazon · Project Management Intern *May 2020 – Jun 2020*

Los Angeles, California, USA

- With leadership requiring data-backed operational analysis to support change-management decisions across a 12-person team, surfaced 30+ actionable insights from operational datasets, presenting findings directly to C-level executives and enabling confident, audit-ready decision-making.
- Tasked with supporting monthly due-diligence review of 20+ five-figure transactions, structured data analysis and presentation frameworks that gave senior stakeholders clear, reliable findings at pace and at scale.

Key skills: Data analysis · Stakeholder presentations · Process documentation · Change management support

I N D E P E N D E N T W O R K

Voice'D: Brand Voice Comparator Tool *2026*

Identified a real gap: brand teams describe voice in vague adjectives, with no rigorous way to compare how a brand actually sounds versus how it intends to sound. Designed, built, and deployed a full-stack tool (React, Claude API, Vercel) that quantitatively compares brand voice across written samples, end-to-end from concept to deployment. A live proof point at the intersection of product thinking, brand strategy, and AI-native workflow design.

Stack: React · Claude API · Vercel · Product thinking · Brand voice design · Prompt engineering

E D U C A T I O N

Master of Management (Marketing) *Jul 2023 – Jul 2025*

The University of Melbourne

WAM: 81+ (First-Class Honours) · FBE Scholarship Awardee · International Graduate Student Scholarship Holder

Peer Mentor, University of Melbourne Peer Mentor Programme

Bachelor of Business Administration (Marketing & Finance) *Aug 2019 – Jul 2022*

University of Delhi

GPA: 9.04/10 · Dean's Recommendation List

S K I L L S

GTM & Product Marketing: Go-to-market planning · Positioning · Lifecycle messaging · Funnel optimisation · Pricing communications · A/B testing · Launch coordination · Competitive analysis

Brand & Communications: Brand architecture · Storytelling · Stakeholder alignment · Regulated & crisis comms · Employee engagement · Audience segmentation · UX writing · Content design

AI-Enabled Workflows: Claude API · Claude Code · MCP integrations · Prompt engineering · AI-assisted brief generation · Higgsfield AI · AI research & competitive intelligence tools

Analytics & Tools: GA4 · Google Ads · Amplitude · MoEngage · Tableau · Notion · Asana · JIRA · Confluence · Mailchimp · WordPress · Adobe Photoshop · After Effects · Canva · GitHub

Languages: English (Native) · Hindi (Native) · Japanese (Beginner) · Latin (Beginner)

C E R T I F I C A T I O N S

Claude AI Workshop: Full Certification (Anthropic) · Meta Digital Marketing Associate, Meta Blueprint (2025) · Google Analytics 4 Certification · Google Ads: Search Certification · Agile Project Manager L1, LinkedIn Learning · Melbourne Plus: Community Engagement & People Leadership

L E A D E R S H I P & A C T I V I T I E S

- **TEDxUniMelb**, Senior Event Coordinator *(Aug – Nov 2024)*: Led a cross-functional team of 15 across two large-scale events. Grew sign-ups 65% and engagement 40% while cutting event costs ~30% through strategic vendor management.
- **TEDxVIPS**, Lead Organiser / License Holder *(Aug 2021 – May 2022)*: Ran a 130+ volunteer team for a TEDx event that drew 1.2M+ views and sold out in 2 days post-launch. Managed speaker pipelines, logistics, sponsor relations, and full brand execution.
- **Melbourne Student Forum**, Delegate *(Apr – May 2025)*: One of 100 students selected to represent the student body; co-developed 7+ adopted recommendations on food insecurity and university values.
- **Finance & Investment Cell, Delhi**, Founder & President *(Jun – Dec 2021)*: Built a 200+ piece personal-finance content library and mentored 20+ students; grew the organisation from founding to active membership inside a single semester.
- **Sacred Hearts Mission**, Communications Volunteer *(Aug 2024 – Present)*: Coordinate weekly merchandising and meal service for community aid programs.