Samridhi Sharma

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EDUCATION

University of California, Berkeley May 2028
Intended Majors: BA Economics & BA Media Studies Cumulative GPA: 3.520

PROFESSIONAL & ENTREPRENEURIAL EXPERIENCE

VALET OS PROJECT (Stealth-Stage Logistics SaaS) Berkeley, CA
Founder *May 2026 – Present*

- Formulated product positioning strategy & multi-channel B2B GTM framework for an enterprise logistics platform targeting premium hospitality brands, with data-driven value propositions and localized messaging to convert enterprise B2B prospects.
- Conducted qualitative market research and customer-discovery audits to identify critical consumer friction points, mapping insights directly into a frictionless, app-free user journey.
- Engineered the user-acquisition psychology framework utilizing QR-code and WhatsApp web funnels, deliberately designed to minimize user drop-off and maximize digital adoption rates during high-congestion periods.

PROJECT CLAY (EdTech Startup | Featured on Shark Tank India) Remote
Counsellor & Lead Ideator *April 2025 – August 2025*

- Formulated the early-stage Go-To-Market (GTM) strategy and scalable user acquisition funnel for a high-growth EdTech startup prior to national exposure on Shark Tank India.
- Coached 25+ students one-on-one, helping them turn ideas into real projects.
- Standardized a data-driven customer acquisition framework for a cross-functional team, reducing brand response latency and improving workflow operational efficiencies.

INTERCONTINENTAL HOTELS GROUP Chandigarh, India
Market Outreach & Digital Brand Associate *May 2023 – 2025*

- Spearheaded a national digital brand campaign, capturing and designing 70+ high-quality visual marketing assets to modernize the Holiday Inn Chandigarh's premium image across regional rollouts.
- Engineered a Gen-Z-focused market outreach framework by synthesizing consumer data from 60+ weekly qualitative interactions, identifying critical gaps in pricing and promotional models.
- Executed 5 high-impact youth activations ahead of 2 major regional property launches.

CAMPUS LEADERSHIP & INVOLVEMENT

INTERNATIONAL STUDENTS ASSOCIATION AT BERKELEY (ISAB) Berkeley, CA
External Lead & Creative Brand Strategist (member since Jan 2026) *May 2026 – Present*

- Earned promotion to Executive Board leadership within 1 semester to lead event positioning and growth for Berkeley's premier international student organization.
- Conceptualized and executed the "Lost in Pamplona" flagship event, capturing 450+ unique attendees and $5.79K in gross ticket sales through 5-tier dynamic pricing.
- Ran an Instagram campaign (5,000+ organic impressions) with 5 bespoke flyers designed with the media team, 15+ tabling hours at the International House, and a 5-member gate team managing a digital door list of 450+ names.

Guzaarish Foundation (Gov. Reg Non-Profit) India & Nepal
Founder *August 2021 – Present*

- Formed and scaled a multinational social enterprise, managing an expansion framework across 12 cities with a team of 90+ active volunteers.
- Negotiated corporate social responsibility (CSR) sponsorship packages with 8 major funded institutions to capitalize on long-term brand scaling and strategic partnership alignments.
- Produced 60+ community education workshops impacting 1,200+ direct stakeholders, while orchestrating rapid-response supply chain initiatives to distribute 2,000+ lbs of crisis aid.

"UNMUTED" | PUBLISHED AUTHOR & SOCIAL ENTREPRENEUR Remote
Independent Creator *November 2023 – Present*

- Authored and self-published "UnMuted: Finding Your Voice Against Bullying," scaling distribution nationally via automated e-commerce funnels and securing press coverage.
- Built an end-to-end grassroots marketing campaign to implement the book's frameworks across 40 distinct educational institutions, personally hosting 24 interactive marketing workshops.
- Orchestrated a targeted social accessibility initiative, donating 250+ copies to 30 local government school libraries in Chandigarh and Punjab (India) to eliminate affordability barriers and maximize community inclusivity.

HONORS & AWARDS

- **Ashoka Young Changemaker Award (2024):** Selected from 1,800+ international candidates (2.4% acceptance rate) for systemic innovation in digital literacy; presented metrics to global venture capital panels.
- **The Hindu Business Line Young Changemaker Finalist (2024):** Recognized in the Young Changemaker category for my work with Guzaarish Foundation.

SKILLS & INTERESTS

Skills: Go-to-market strategy, market research, event marketing, social media content, photography
Tools: Figma, Canva, Adobe Photoshop, Adobe Express, Google Analytics, Google Suite, MS Office
Languages: Hindi (fluent), Punjabi (fluent) | **Interests:** Equestrian, travelling, photography