



Shravani Singh

[3 years of cumulative work experience in project management, campaign development, and brand strategy]

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Education

EDHEC BUSINESS SCHOOL

MSc Marketing Management [Luxury & Fashion Specialization]

Company Projects: L'Oréal, Lacoste (winning team), Louis Vuitton, and Carrefour Bio

Lille, France

June 2024-October 2025

O.P. JINDAL GLOBAL UNIVERSITY

B.A (Hons.) Journalism and Media Studies. GPA [6.98/8, top 5% of the batch]

Haryana, India

August 2020-August 2023

Experience

FORVIA Faurecia HQ

Digital Project Manager Intern

Paris, France

July 2025 – Present

- Managed end-to-end project delivery for more than 50+ digital campaigns including new initiatives, global expansion strategies, and collaborations. through facilitating cross-functional communication between multiple stakeholders- clients, suppliers, and internal teams.
- Conducted in-depth performance analysis of digital content using Power BI and Excel-based reporting, interpreting user data of more than 5 million to identify engagement patterns and areas of improvement.
- Converted analytical insights into strategic recommendations for senior management, supporting business objectives and global digital transformation initiatives.

Lacoste

[Consultancy Project-Winner]

Lille, France

September 2024 – December 2024

- Proposed an international marketing strategy targeting South Korea based on external and internal market analysis using SPSS, competitor benchmarking, and 5+ creative initiatives. The team proposed innovative collaborative ventures, immersive experiences, and retail expansion strategies.
- Selected to present the project to the company's Deputy CEO and awarded as 1st place winners.

Louis Vuitton

[Consultancy Project]

Lille, France

January 2025 – February 2025

- Developed an 'app-first' digital engagement strategy for the brand, optimizing user experience.
- Conducted full-funnel auditing of the LV app, designed 4 mock-ups to present the idea to the company's managers.

Curly Tales Digital

Junior Producer [CDI]

Mumbai, India

July 2023 – March 2024

- Executed more than 10 brand and product marketing campaigns, including global clients like L'Oréal, Dove, Hyundai, and Morris Garages.
- Managed the ideation, production, and management of 20+ brand campaigns. This involved cross-functional team collaborations and coordination with external stakeholders like PR companies, celebrities, and timely project delivery.

Other Professional Experiences

- Gained 12 cross-industry internship experiences in prominent organizations including **Bloomberg Quint**, **Times Network**, **Times Internet**, **Lakme Fashion Week** and also brands like **Kylie Cosmetics**, **Natasha Moor Cosmetics**, and **Nykaa Luxe**.
- Built a strong foundation in marketing strategy, POS campaigns, communication tactics, and overall project management.

Leadership and Activities

O.P Jindal Global University

President, Vice-President- Student Council

Haryana, India

May 2021 – May 2023

- Represented a student body of 300+ students for 2 years, leading 6 committees, and implementing 50+ initiatives focused on student welfare. Additionally, I led the university's media festival for 2 years overseeing the organization and budgeting.

Skills & Interests

Technical: Microsoft Excel, PowerPoint, Power BI, Tableau, SPSS, Adobe Suite

Certifications: Google Analytics Certification for Digital Marketing, Microsoft Power BI, CRM Fundamentals, Inside LVMH

International Experiences: United Nations (UNITAR) Winter Program in Geneva, Cultural Immersion Program in Indonesia

Language: English (C1), Hindi (C1), French (B1), Italian (A2)

Interests: Dance (HipHop, Indian classical dance Bharatnatyam, Instrument (Piano), Track and Field Athlete