

Shreya Londhe

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Social media and brand marketing enthusiast with hands-on experience managing multi-platform content and personal brands. Co-founded a 6-figure boutique agency, leading content calendars and community engagement. Check my Virtual Portfolio on: shreyalondhe.com

Technical & Interpersonal Skills

- **Socials and Content:** Social Media Management; Content & Copywriting; Short and Long Form Video Direction; Storytelling; Community Management.
- **Technology and Tools:** Meta Business Suite; Google Workspace; MS Office; Jira; Notion; Semrush; Canva; Figma (basic); Adobe (basic).
- **Marketing and Analytics:** Brand Strategy; Digital Marketing; KPI Tracking; Engagement Metrics; Basic Dashboards; Reporting; Trend Analysis; SEO & UX Writing; AI for SEO; Tableau (basic).

Professional Experience

Marketing and UX Copywriter Assistant, EdPlus at ASU

March 2026

- Supporting AI Content Strategy team at EdPlus in shaping digital experiences for ASU Online through marketing and UX-focused content.
- Use AI-assisted tools and LLMs to support copywriting, editing, and content optimisation.

Cofounder (& Former Creative Director), The Brand Salt

September 2024 - August 2025

- Built a 6-figure, bootstrapped personal-branding agency within 6 months with approximately 85% client retention across founders, CXOs, and creators through social media strategies, content calendars, and visual guidelines.
- Continued as a non-operating stakeholder after Aug 2025 while transitioning to graduate studies and internships.

Volunteering & Community Engagement

72nd Annual Black & White Ball and Business Awards | Arizona Hispanic Chamber of Commerce

May 2026

- Provided support and engagement with community leaders to celebrate Hispanic business excellence in Arizona.

25th Annual Ambassadors Ball: A Night in Kazakhstan | Diplomatic Corps of Arizona

February 2026

- Supported the execution by assisting with guest relations and event logistics to facilitate diplomatic networking.

Education

Arizona State University, Downtown Phoenix (AZ)

August 2025 - May 2027

International MBA

- *Extra Circulares:* Thunderbird Campus Ambassador; Director of Social Media and Marketing for Thunderbird Student Government; Content Writer and Marketing Team, Das Tor (student publication); Vice President, AI Club; Director of Marketing & Communications, Thunderbird Overland.

Creative Platforms and Personal Work

Mini-Vlog Creator: YouTube Channel (@shreyaalondhe)

Ongoing

- Produces mini-vlogs capturing everyday moments with an eye for pacing, framing, and mood, showcasing a natural instinct for visual storytelling and lifestyle narratives.

Professional LinkedIn Branding Workshop Host – Thunderbird Data Analytics Club

October 2025

- Designed and delivered a workshop on LinkedIn personal branding, content strategy, and profile optimisation for students and early-career professionals.

Portfolio Designing Workshop Host – Thunderbird Women in Business x AI Club at Thunderbird

March 2026

- Designed and delivered a workshop on portfolio building using tools like Canva, Wix and Lovable for students to use while seeking professional opportunities.