

Contact

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Portfolio
LinkedIn

Education

PGDM (Marketing)
2024 - 2026
ISBR, Bangalore - 8.11 CGPA

BAMMC (Journalism)
2020 - 2023
Mumbai University - 9.08 CGPA

What I Bring

- Content Creation
- Communication
- Market Research & Analysis
- Email Marketing Campaigns
- Event Management
- Leadership & Initiative
- Social Media Trends & Strategy
- LinkedIn Management
- CRM Tools

Language

- **English**
- **Hindi**
- **Marathi**
- **Telugu**

Off the Clock

- **Travelling**
- **Reading**
- **Writing**

Vaishali Reddy

Marketing & Sales Professional

Creative marketing and sales professional with proven track record in outbound prospecting, lead qualification, and pipeline building. Demonstrated ability to identify decision makers, conduct discovery conversations, and convert prospects into customers. Strong communication skills with expertise in multi-channel outreach (email, LinkedIn, phone) and relationship management.

Experience

Jun'25 - Nov'25 Xiaomi | Bangalore HO
Content Writer
Owned the content narrative for Xiaomi India's official LinkedIn as part of the Employer Branding initiative. Drove outreach to 500+ placement directors to promote Xiaomi Summit 7.0, securing 9,300+ registrations, the highest in the summit's history. Hosted the event at our Bangalore HQ and managed the campaign from outreach through execution.

Mar'24 - Jul'24 UniAcco | Mumbai
International Sales Executive
Converted international student leads into customers through needs-based discovery calls and consistent follow-up. Qualified prospects based on property requirements, budget, and timeline. Maintained continuous communication with both students and property managers to address objections and move deals forward. Managed entire customer journey from initial inquiry to closed deal.

Apr'24 - Feb'25 Qallify.ai | Mumbai
Marketing Analyst
Built outbound prospecting systems and tested multiple channels including LinkedIn outreach and email sequences to identify what resonates with C-suite decision makers. Analysed campaign performance data to optimise approach and messaging. Identified patterns in what works for different prospect segments. Supported sales team with lead research, prospect intelligence, and campaign optimisation strategies.

Beyond the Classroom

- PR & Content Team | ISBR, Bangalore (2024 – Present) Conducted weekly interviews with industry leaders to explore their experiences and industry perspectives, and contributed to the ideation, on-screen presentation, and execution of video content for ISBR's official Instagram page.
- RJ – Aaiye Meherbaan | Mumbai University (2020 – 2023) Hosted and performed as a Radio Jockey at the college's flagship cultural event, showcasing stage presence and public communication skills.