

Pushpanjali Shukla

GROWTH × MARKETING × DATA — WEB3 / AI / ANALYTICS

puspanjalishukla2003@gmail.com linkedin.com/in/pushpanjali-shukla-92a287226
github.com/pushpanjalishukla x.com/pushpanjalihere India

Growth marketer moving into data & business analytics. Four years of hands-on growth, content and community work across Web3 — 300K+ organic impressions, 60+ educational threads, 40+ research reports — now paired with SQL, Python, Excel and Power BI to turn that business intuition into measurable, data-backed decisions.

EXPERIENCE

HeimLabs Nov 2025 – Present

Growth & Marketing Executive

- Go-to-market strategy for Web3 & AI product launches
- Technical content across product and growth channels; cross-channel campaigns
- Close collaboration with product & engineering

Jaro Education Jun 2025 – Aug 2025

Business Development Manager

- Business development and consultative, client-facing sales

ScribbleDAO Jan 2025 – May 2025

Core Contributor

- Designed a Web3 growth framework for the DAO's content & community
- Drove 40%+ growth in community engagement

CoinDCX Dec 2024 – Mar 2025

Content Creator & CoinDCX Maxi

- Wrote 60+ educational threads on crypto & Web3 fundamentals
- Generated 300K+ organic impressions

Axelar Network Jul 2024 – Nov 2024

Research Collective & KOL

- Authored 40+ research reports on interchain infrastructure
- Represented Axelar as a Key Opinion Leader

PERSONAL ANALYTICS PROJECTS (IN PROGRESS)

- **Growth → Data (signature project)** — analyzing how content & community activity (impressions, engagement, follower growth) convert into measurable growth, using SQL, Python/Pandas and Power BI
- E-commerce sales & profitability, customer churn & retention, and marketing campaign performance case studies — SQL / Python / Power BI / Excel

ANALYTICS STACK

Analytics

SQL, Python,
Pandas, Power BI,
Excel, Google
Analytics, Data
Visualization, A/B
Testing

Business

Growth Strategy,
User Acquisition,
Campaign
Analytics, Funnel
Analysis, KPI
Analysis, Business
Intelligence

Tech

Web3, DeFi,
Blockchain,
Tokenomics,
Technical Writing

Content

Content Strategy,
SEO, Research,
Community Building

EDUCATION

University Institute of Technology, RGPV 2021 – 2025

B.Tech — Computer Science
Engineering · CGPA 8.35/10

SheFi Scholar Program 2024

Web3 Education — Blockchain Tech &
DeFi Protocols

Google Analytics Certification 2024

Advanced Web Analytics &
Performance Tracking

WRITING

- Technical & research writing on Web3, DeFi and blockchain infrastructure — published on Medium