

Riya Shukla

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Personal Statement

- A B.Com graduate with hands-on experience in digital and social media marketing through internships. Passionate about crafting engaging online campaigns and building brand presence. Currently preparing for CAT to pursue an MBA, aiming to expand my strategic and creative marketing skills. Known for strong communication, adaptability, and a quick learning approach.

Education

- RDVV** 2021-2024
Bcom
83%

Objective

To secure a remote marketing role where I can apply my digital marketing knowledge, grow with real-world challenges, and contribute to brand development while continuing my academic journey in management.

Experience

- LearnElectronics India** 01/01/2024 - 31/03/2024
Social Media Marketing Intern
Promoted brand content across digital platforms.
Engaged with target audience to boost social reach.
Contributed to strategy for increasing website traffic.
Assisted in content creation and campaign planning.
- iQuanta** 01/05/2024 - 31/08/2024
Marketing Intern
Managed Quora marketing by writing and optimizing targeted answers.
Executed Facebook marketing campaigns to boost brand visibility.
Monitored engagement and reported analytics to the team.

Courses & Certification

- Foundations of Digital Marketing and E-commerce – Google**
This course gave me a solid introduction to the world of online marketing and e-commerce. I learned how businesses build their digital presence, run social media and email campaigns, use analytics to understand customers, and set up basic online stores. It helped me understand how marketing works in real life and gave me the confidence to apply these skills in internships and projects.

Skills

- Communication & Presentation
- Content Promotion
- Quick Learning & Adaptability
- Social Media Marketing
- Basic Canva & SEO knowledge
- Content Creation