

Shivpujan Pal

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SUMMARY

Dedicated BBA final year student with a passion for marketing and business strategy. Seeking an entry-level role to apply academic insights, interpersonal skills, and hands-on project experience. Eager to contribute to a dynamic team and learn from real-world challenges in a growth-oriented organization.

EXPERIENCE

Bejodbaat - Freelance Content Writer

Noida

07/2023 - Current

- Creative and versatile freelance professional specializing in content creation and digital marketing. With a proven track record of producing engaging written content, optimizing online presence, and driving organic traffic through strategic SEO techniques
- Performed in-depth research into topics to write clear and accurate copy.
- Worked with localisation team to align content with specific needs and best practices for local markets.

PROFESSIONAL AFFILIATIONS

- **Volunteer, G20 Summit:** Actively contributed to the prestigious G20 Summit as a volunteer, assisting in event coordination, attendee support, and ensuring the seamless execution of this global platform for dialogue.
- **NGO Involvement:** Engaged in meaningful work with an NGO, focusing on community empowerment, awareness campaigns, and contributing to positive social change through collaborative efforts and volunteer activities.
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LANGUAGES

Hindi, English: First Language

EDUCATION

01/2021 - Current

G.L.Bajaj Institue Of Management

Greater Noida, UP

Bachelor of Business

Administration: Bussiness Study

01/2018 - 01/2020

Maharishi Vidya Mandir School

Noida

12th Class: Science

01/2018 - 01/2018

Kids Formation English School

Noida

10th

SKILLS

- Social media management
- Marketing campaign coordination
- Campaign performance reporting
- Copywriting and proofreading
- Google Analytics
- Email marketing

CERTIFICATIONS

- Digital Marketing
- Google analytics 4