



SATYAM SHIV

Social Media Executive

Work Experience



Social Media Executive

- Entrepreneurship Cell – JIMS Vasant Kunj
- Oct 2024 – Present
- Designed Instagram posts, reels, and stories for college events
- Promoted events like Innofest'25 and panel discussions
- Handled post-event storytelling and visual engagement
- Tools used: Canva, VN Video Editor, Adobe Express



YouTube Content Creator

- YouTube Channel – Chess & Creativity
- 2020 – Present
- Built a community of 1.8k+ subscribers
- Created engaging live streams, edited chess content
- Designed thumbnails, titles, and social posts for reach
- Gained insights into audience engagement & content strategy

Profile

I'm a creative and detail-oriented social media executive currently pursuing BCA. I specialize in creating engaging reels, stories, and posts for Instagram, blending design, trends, and strategy to boost online presence.

Skills

- Content Creation
- Reel Editing
- Instagram Marketing
- Poster & Story Design
- Canva
- VN Video Editor
- Adobe Express
- Team Collaboration

Contact

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Education

Bachelor of Computer Applications (BCA)

- JIMS Vasant Kunj – IP University
- 2024 – 2027
- Active member of E-Cell

Events & Learning

- TECHATHON – IIIT Delhi (2024)
- Startup Field Visit & Poster Design Workshop
- Catalyst Conversation – Guest Lecture Series
- Attended sessions on entrepreneurship & startup building

Noteworthy Highlights

- Selected as Social Media Executive – E-Cell, JIMS VK
- Designed for Innofest'25 & National Startup Day
- 1.8k+ Subscribers on YouTube (Chess & Edutainment)

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To whom it may concern,

I am writing to express my interest in a social media internship opportunity at your agency. As a BCA student with a strong passion for content creation, I have gained practical experience as a Social Media Executive for the E-Cell at JIMS Vasant Kunj. I've worked on designing Instagram reels, posts, and stories for college events, including campaigns like Innofest'25 , ENTREQUIZ & Catalyst Conversations

Additionally, I run a YouTube channel with over 1.8k subscribers where I create engaging and educational chess content. This hands-on journey has taught me how to engage audiences, manage content calendars, and analyze performance to optimize results.

I'm excited to apply my creative skills in a real-world setting, contribute fresh ideas to your campaigns, and grow under the mentorship of professionals like you.

Thank you for considering my application.

Sincerely,

Satyam Shiv

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