

Reema shailesh Jakhariya

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Career Objective:

I seek challenging opportunities where I can fully use my skills for the success of the organization.

Experience

Content Operator Specialist at Bytedance India Technology Pvt Ltd.(Jan 2019-Feb 2021)

- Trending Topic and campaign operation for Helo
- Create Trending Tag, Long Time Tag and trending/ original campaign hashtags.
- content moderation, also do the content strategy. Invite the big creators to live interact with User (handle the live room).
- manage the OA (official account), push, campaign translation and creator content.
- Creator's onboarding, creator's verification and guide the creators how to get better reach.
- Create and curate trending hashtags based on hyperlocal context.
- Communicate/ collaborate with RD/ Design solutions teams for creative and product development for enhanced user experience.
- Manage Instagram and Facebook pages of Helo for social media amplification.
- Competitor App analysis
- Invited the big social media creators. (I have 2000+ contacts)
- Handle The KOI (Key Opening Leader) Project, many Other Projects.
- Operate The Creators self-campaign project, Live room project, Trending Tag, Long Time Tag and trending/ original Tag Admin Project and Ambassador project.

Content Editor/ Shift In charge at Way2News, (Aug. 2017 – Dec. 2018)

- Job profile - Write, Edit, Translate and shorten news.
- Creating galleries for better engagement based on user interest.
- Preparing creative push content and titles.

Educational Qualification:

- MJMC (Master of Journalism and Mass Communication from Saurashtra University.(Year - 2019)
- B.com from Saurashtra University, Rajkot (Year - 2017)
- HSC From Gujarat Secondary and Higher Secondary Education Board (G.S.E.B) (Year - 2014)

- SSC From Gujarat Secondary and Higher Secondary Education Board (G.S.E.B) (Year - 2012)

Skills Acquired:

- Translation
- Writing skill
- Proof reading
- Editing skill
- Communication skill

Technical Knowledge:

- Use of online and social media
- Proficient in Gujarati and English Typing
- Use of Adobe (Photoshop, In Design).
- Use of PhotoScape, canvas and Video Editing software.

Personal Information:

- Full Name – Reema Shailesh Jakhariya
 - Nationality – Indian
 - Date of Birth - 26/03/1997
 - Languages - Gujarati: Read, Write, Speak
 - Hindi: Read, Write, Speak
 - English: Read, Write, And Speak.
 - Hobbies - Reading Books, Writing, Travelling and Tracking.
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