# **Miti Shah**

Phone Number | Email | LinkedIn*(hyperlink it)*

A result - driven and resourceful student with an interest in digital marketing, content creation & media, who is always yearning to encounter new experiences and constantly learn.

**EDUCATION**

**H.R. College of Commerce & Economics, Mumbai** *2019 - 2022*

Bachelor of Management Studies (Finance) | SGPI - 10 / 10

**H.R. College of Commerce & Economics, Mumbai** *2017 - 2019*

Higher Secondary Certificate | Examination Score - 93%

**WORK EXPERIENCE**

**Content Strategist - Masoom Minawala *(*Remote Role)**  *June 2020 - October 2021*

* Shaped content ideation, conception and execution for one of India’s biggest and now International Luxury Fashion Bloggers - Masoom Minawala Mehta.
* *Add 2-3 more points for each experience talking about what you did, the skills you learnt, the changes that you brought around and more.*
* *Remember to focus on strong action verbs and use bullet points.*

**Marketing Intern - Vogue, Mumbai** *January 2020 - March 2020*

* Worked on creating presentations, handling contract deliverables, collating information / images for sponsor proposals and brainstorming ideas for on - ground collaborations.
* *Add only relevant work experience and if you don’t have work experience, you can focus on the following : leadership positions, certificate courses, volunteer experience, personal projects.*

**ACADEMIC PROJECTS**

* Case Writing Study on 'The Air India Conundrum' *(2021)*
* Essay on Corporate Social Responsibility *(2020)*
* Case Study on the renowned company McDonalds and its BCG Matrix  *(2019)*

**CERTIFICATIONS**

* Certificate Course in Social Entrepreneurship from University of Pennsylvania *(2020)*
* Certificate Course in Digital Marketing from Intern Theory Career Solutions *(2018)*

**AWARDS & ACHIEVEMENTS**

* Winner of a Case Writing competition held by IIM - A *(2021)*
* Recipient of the 'General Leadership' & 'Promising Young Leader Award' by H.R. College, Mumbai *(2021)*
* Awarded with 'Academic Achievement Award' by H.R. College, Mumbai *(2019)*

**SKILLS & INTERESTS**

**Skills:** Digital Marketing, Content Creation, Microsoft Office, Graphic Designing, Communication

**Interests:** Dancing, Writing & Watching Movies