

URMI SHAH

Digital Marketing Executive

Looking forward to pursue a challenging career and be a part of progressive organization that offers to enhance my knowledge, and utilize my skills towards the growth of the organization.

➤ Education

2014 - 2018	B.B.A. (HONS.), Diploma in Liberal Studies
Pandit Deendayal Petroleum University	Marketing, Mass Communication
.....	School Of Liberal Studies
10-03-2017 – 11-03-2017	Digital Film Making Course
Ramoji Krian University	Ramoji Film City
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20-05-2015 – 30-6-2015	International Digital Media
Wollongong University (Australia)	
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2013 – 2014	Board General Stream (HSC)
Little Flower Higher Secondary School	Gujarat State Education
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2011 – 2012	SSC
Little Flower High School	Gujarat State Education Board

➤ Experience

Appitsimple Infotek Ltd.	Digital Marketing Executive (Intern)
(27-07-2018 – 28-08-2018)	
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Freelancing	Social media optimization/ Content Creation
(2016 - 2018)	
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Dissertation/ Thesis - "A Study on Brand loyalty of Female customers towards Cosmetic industry in India"

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ICCE Marketing leader/ Environment Counsellor
(Ahmedabad)(01-07-2016 – 30-12-2016)

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Educational Initiatives Residential Counsellor
(Bangalore) (01-05-2016 – 01-06-2016)

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IIM Ahmedabad - CIIE Research Intern
(11- 09-2015 – 11-11-2015)

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Gandhi Corporation Marketing, Event management, Sponsorship Intern
(10-04-2016 – 10-06-2016)

➤ Skills

Search Engine Optimization (Link building, Keywords, A/B testing, Analytics)
Social media Optimization / Social media Marketing (Data driven engagement, Hash tags)
Search Engine Marketing
Campaign design/ Content Marketing, Content creation (blogs, articles, write ups)
Email Marketing (creating drips/ Automation, analysing data, subscriber engagement)

➤ Know Me

Passionate Detail oriented Team Spirit Artistic Culture Creative

➤ Hobbies

Surfing Acting Swimming Baking Travelling

➤ **Let's connect**

Write me: shah.urmi2910@gmail.com

Meet me:

B/6 Ramjipark flats,
Opposite Mangalya complex,
Near Anjali BRTS,
Paldi,
Ahmedabad-380007

Call me: +91 9426804388