

VANSHIKA PATEL

EDUCATION

Parul University

Bachelor of Business Administration (BBA) in Aviation
(2022 - 2025)

Queen of Angeles Convernt Higher Secondary School

Secondary Education - ISC Board (2021 - 2022)

SKILLS

- Content Writing
- SEO Strategies
- Social Media Marketing
- Data Analysis
- Digital Advertising
- Email Marketing
- Google Analytics
- Content Management Systems (CMS)
- Strong Writing Skills
- Time Management
- Problem Solving
- Communication Skills

CERTIFICATIONS

Certificate of Completion - Internship
Parul University

This certificate acknowledges successful completion of the internship program as an Admission Assistant at Parul University, where I gained valuable hands-on experience and honed my professional skills. Grateful for the opportunity to learn, collaborate, and contribute meaningfully to the team.

- Certificate in Search Engine Optimization (SEO)
- This certification demonstrates advanced skills in keyword research, on-page optimization, link building, and analytics acquired through rigorous training. Excited to leverage this expertise to drive organic traffic, enhance online visibility, and deliver measurable results for businesses.

PROFESSIONAL EXPERIENCE

E-Content Writer Intern

Parul University | 01-07-2024 - 27-11-2024

- Reframing and editing course content to enhance clarity and impact
- Writing compelling scripts for educational lectures
- Editing and refining lecture notes for accuracy and readability
- Performing content editing for e-content to ensure high quality and consistency

Content Writer Intern

The Next Move (TNM) | 12-04-2024 - 30-11-2024

- Creating compelling and SEO-friendly content for website and various digital platforms.
- Collaborating with team members to brainstorm ideas and develop content strategies.
- Conducting thorough research to ensure accuracy and relevance of content.

Digital Marketing Intern

DigiFrills | 01-05-2024 - 18-06-2024

- Executing digital marketing strategies to enhance brand visibility and drive website traffic.
- Developing and implementing social media campaigns to engage target audiences and increase follower base.
- Analyzing data metrics to measure campaign effectiveness and make data-driven decisions for optimization.
- Collaborating with cross-functional teams to coordinate marketing initiatives and ensure alignment with business objectives.

Admission Assistant Intern

Parul University | 08-05-2023 - 20-09-2023

- Assisted with administrative tasks related to the admission process.
- Provided exceptional customer service to prospective students and their families.
- Managed inquiries and resolved issues promptly and professionally.