

# ARSHITA CHURIWALA



## S O C I A L

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## P R O F E S S I O N A L   E X P E R I E N C E

**Social Media Executive**  
Ashiana Housing Ltd.  
Oct 2020 - Present

- Managing social media accounts and creating strategies to increase **reach and engagement**.
- Achieving **ORM** by replying to various queries and conversations.
- Managing, analysing and curating database, open rates and click-through rates for **email and SMS campaigns**.
- Writing **content** for social media, email, SMS and newsletter.

**Social Media Marketing**  
Freelance  
Nov 2018 - Oct 2019

- Developed a social media strategy to **increase the following**.
- Generated leads, calls to action and conversions.
- Conducted Market research.
- Optimised, maintained, monitored and led the social media platforms.

**CRM - Manager**  
Hotelivate  
Nov 2017 - Sep 2018

- Posted **SEO-friendly content** on Quora - Helped in boosting the website traffic.
- Analysed 10 years of data of paid delegates of Hotel Investment Conference-HICSA with the help of **Cohort Analysis**.
- **Trained** a team of 3-4 interns for research and maintenance of the database.
- Conducted in-depth research and compiled data assets and business contacts.

**Intern**  
Hotelivate  
Aug 2017 - Nov 2017



## E D U C A T I O N

2020-2022 (Expected) **Post Graduate Diploma, Business Administration**  
Symbiosis Center of Distance Learning

2013-2016 **Bachelors of Arts, Economics Honors**  
University of Delhi, College of Vocational Studies  
65%



## P R O F E S S I O N A L   C O U R S E

**Actuarial Science, IAI**

CT 1 - FINANCIAL MATHEMATICS (NOV'14)

CT 7 - BUSINESS ECONOMICS (MAY'15)

CT 3 - PROBABILITY & MATHEMATICAL STATISTICS (MARCH'17)



## C E R T I F I C A T I O N S

- Fundamentals of Digital Marketing - **Google Garage**
- Google Analytics for Beginners - **Google Analytics Academy**
- English Proficiency (Advanced C1) - **British Council**
- Learning Salesforce - **Project Management Institute (PMI)**



## S K I L L S

