

Arushi Kothari

Student

arushi.kothari26@gmail.com

<https://arushikothari.com/>

+91 7531892051

Objective:

A determined and a motivated student at Jesus and Mary College, with an interest towards digital marketing and a drive to empower women, seeking to develop skills and gain experience.

Experience:

Vice President, The Mercurian Times, The Newsletter Society (June 2020 – Present)

- *Orchestrated a team of 80 students divided into 6 departments (Organising, Content, Technical, Marketing, Website Development, Finance)*
- *Launched the first edition of the official E-newsletter gathering over 500 views in 24 hours.*
- *Organised the third edition of the annual flagship event where 6 renowned bloggers shared their experiences and ideas.*

Digital Marketing Intern, Digit Bazar (June 2020 – September 2020)

- *Improved SEO performance of the website through backlinks, classified ads, guest posting, social bookmarking.*
- *Created 3 promotional Motion Graphics videos for the organisation.*
- *Generated 50+ leads for the organisation on Facebook and LinkedIn.*
- *Generated sales of 100+ for a client through SMO.*

Technical Head, Mercatus, The Marketing Society (April 2020 – 2021)

- *Created over 25+ graphics, 10+ videos for the social media pages of the society.*
- *Achieved over 200+ followers while maintaining an average insight of 30 profile visits and 800 reach.*
- *Led a team of 12 students and guided them about the basics of graphic design and video editing.*

Education:

Jesus and Mary College, Delhi University (July 2019 – 2022)

Pursuing Bachelor of Commerce Honors

Delhi Public School, Gurgaon (2008 – 2019)

Professional Development:

- **Marketing Analytics**
University of Virginia, Coursera
- **The fundamentals of Digital Marketing**
Google Digital Garage
- **Personal Branding**
A 3-week course by CRACK-ED

Skills and Interests:

Skills: Adobe Premiere Pro, Adobe After Effects, Organization and Prioritization, Time Management, MS Word, MS Excel, Content Writing.

Interests: Editing videos, Playing the Ukulele, Reading, Reading and Writing about Women Related Issues.