**Rachit** **Deva**

*Jasola,New Delhi 110025*

*Faridabad*, *121003*

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*rachitdeva1115@gmail.com*

Enthusiastic and detail-oriented college student.Passionate about learning and applying web technologies to create visually appealing and functional websites.

Innovative and motivated social media strategist with experience in creating content and managing the online presence of companies and brands. Bringing forth a positive and sincere attitude, along with a willingness to learn.

Eager to expand technical skills and contribute to projects that integrate web development.

**EXPERIENCE**

**Social Media Intern** 19 February 2024 - 18 March 2024

*Newsahoot Media Pvt.Ltd.*

* Managed social media platform. Handled content creation and scheduling of content.
* Produced engaging posts, stories, and multimedia content to enhance brand visibility and audience engagement.
* Crafted articles to engage and educate children on the upcoming discoveries and events all across the world.
* Completed the operational tasks across verticals.

**Influencer Marketing Trainee** 01November 2023 - 31st January 2024

*Riddler media, Noida*

* Implemented a targeted and results-driven lead generation strategy for both our Influencer marketing services and our clients' campaigns across Facebook, LinkedIn, and Google Paid platforms.
* Executed a strategic campaign aimed at driving lead generation for our brand
* Analysis of data through Google Analytics Manage report data through Excel & PPT
* Remarketing Campaigns ,Email,SMS and WhatsApp Marketing

**Social Media Intern** April 2023 - November 2023

*Prompt consultants,New Delhi*

* Worked as a social media intern at Prompt Career Consultants, where I assisted in managing social media platforms, creating engaging content, and implementing digital marketing strategies.
* Collaborated with the team to research and develop compelling content that resonates with the target audience.
* Gained hands-on experience in social media management and contributed to business development strategies.

**EDUCATION**

**Bachelor's in Computer Application - Web development**  Oct 2022 - Jun 2025 (Expected)

*Bosco technical training society(GGSIPU), DELHI*

**Higher Secondary School Certificate - Subjects Studied: Physics, Chemistry, English, Biology,Computer science**  Apr 2020 - Jun 2022

*Scholars Pride (CBSE Board), FARIDABAD*

**Secondary School Certificate** Apr 2019 - Apr 2020

*Scholars Pride (CBSE Board), FARIDABAD*

**TECHSTACK**

* HTML
* CSS
* SQL

**SKILLS**

* SEM - Proficiency in managing and optimizing content for various platforms such as Facebook, Instagram, Twitter, LinkedIn , Pinterest, etc.
* Content Creation - Graphic design skills using tools like Canva or Adobe Creative Suite.
* Analytics - Use of analytics tools (e.g., Google Analytics, Facebook Insights) to track and analyze social media performance.
* SEO - Understanding of basic SEO principles to optimize content for search engines.

**CERTIFICATIONS**

* HTML and CSS in depth | Meta | April 2024
* Google Digital Marketing & E-commerce Professional Certificate | Google | May 2023
* SQL Fundamentals | Coursera ) | April 2024

**LANGUAGES**

* English: highly proficient
* Hindi : Native Speaker