



# SHREYASHA BHATTACHARJEE

A dedicated and detail-oriented individual looking to work in an organization that can provide a variety of opportunities that allow me to expand my skills and knowledge while working towards achieving the organizational goals to gain experience and exposure.

## EDUCATION

- Bachelor's degree  
Sister Nivedita University (2020-2023)
- Higher Secondary  
BRL DAV PUBLIC SCHOOL (2019-2020)

## LANGUAGE

English  
Hindi  
Bengali



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Hindmotor,  
Hooghly, 712233, West Bengal

## WORK EXPERIENCE

### **Social Media Marketing**

Viral fission ( MUMBAI)

- Assists the department head in carrying out digital marketing campaigns
- Works closely with the marketing head for digital promotions and other materials
- Design campaigns for social media
- Engaging with customers

### **Social Media Marketing**

Aashman Foundation ( DELHI)

- Designing campaigns for social media like fb, insta, etc.

### **Volunteered an event**

Bengali Integrity Run - Marathon (Kolkata)  
Sister Nivedita University Newtown Kolkata

- Managing the whole event

### **Crowdfunding intern**

Muskurahat foundation (MUMBAI)

- Running fundraising campaign
- Raising funds for the causes of the NGO
- Going through a course in crowdfunding, where they will learn different marketing techniques, interpersonal skills, pitching skills, etc., and apply what they learn to run their own successful campaigns
- Spreading awareness towards the social cause Muskurahat is working towards

## SKILLS

- Strategic thinking
- Creative problem-solving
- Canva
- Campaign planning
- Social media management
- Ms office
- Project management
- Leadership
- Team management
- Ms Excel
- Communication
- PowerPoint
- Time management
- Client Interaction
- Digital Advertising
- Art and Design
- Effective communication