

Shirin Razdan

Noida/Pune

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Professional Summary:

- Creative content creator with a strong passion for blending dance, performance, and storytelling across digital platforms like Instagram, YouTube, and brand channels.
- Over 3 years of experience in producing engaging content, specializing in short form videos for fashion and beauty brands, dance tutorials, and brand collaborations that resonate with audiences.
- Skilled in social media strategy and audience engagement, with a proven track record of growing online presence and boosting follower interactions through consistent, high-quality content.
- Trained in Kathak for 5+ years, bringing an authentic, classical element to digital content creation, blending tradition with modern storytelling techniques.
- Choreographed and created content for weddings, corporate events, and fashion brands, tailoring each project to the unique needs and aesthetic of the client.
- Experienced in content planning and management, developing engaging posts and campaigns that build brand identity and foster a loyal community.
- Passionate about exploring the creative side professionally, leveraging social media to connect with audiences.

Professional Experience:

Indus Towers, Noida

Mar 2025

Dance Instructor

- Designed and choreographed engaging dance routines for three different groups: boys, girls, and a diverse mixed-gender team for their corporate event.
- Taught employees of all ages and skill levels, starting from the basics, and conducted in-person training to refine techniques, stage presence, and synchronization.
- Curated a vibrant playlist of Bollywood songs, including Janam Samjha Karo, Mauja Hi Mauja, and Kajra Re, to create an energetic and entertaining atmosphere.
- Coordinated with event organizers to schedule rehearsals and ensure seamless execution on the event day.
- Assisted with performance planning, including formations, transitions, and expressions, to enhance the overall visual appeal.
- Supported participants with costume and prop recommendations to complement their dance routines.

Dexian, Noida/Pune

Jun 2023 - Mar 2025

Technical Recruiter

- Managed nationwide recruitment for Java and UI roles across industries such as Banking, Financial Services, Healthcare, and Telecommunications, working with top clients including Bank of America and Wells Fargo.
- Skilled in understanding people's preferences and managing relationships with both clients and consultants in a patient and professional manner.

Freelance

Apr 2020 - Present

Dancer/Wedding Choreographer/Content Creator

- Specialized in semi-classical and Bollywood dance styles, delivering engaging and energetic performances.
- Provided step-by-step dance instructions, ensuring students' thorough understanding and confidence in mastering choreography.
- Created and managed content for multiple platforms, including Instagram and YouTube, leading to a 125.4K increase in reach and 3.8K interactions over the last month.
- Customized content for beauty and fashion brands, adhering to their specific guidelines and promoting brand identity through dance.
- Choreographed and taught wedding dance routines, ensuring a memorable and personalized experience for clients.
- Collaborated closely with clients to understand their vision and customized choreography to reflect their unique preferences for weddings and events.

- Conducted both online and offline dance classes.
- Created and managed content for a personal dance page, curating dance videos and tutorials to engage followers and showcase talent.
- Customized content for beauty and fashion brands, adhering to their specific guidelines and promoting brand identity through dance.

FunFitFab Studio, Noida/Remote

Jan 2022 - Present

Dance Instructor

- Conducted personalized one-on-one sessions for their clients.
- Managed scheduling, rehearsals, and client communications, ensuring smooth operations and a welcoming environment for all students. Oversaw both in-person and online sessions, maintaining high engagement and satisfaction throughout.
- Planned one-day workshops featuring famous Bollywood songs such as "Desi Girl," "Raatan Lambiyan," "Badi Mushkil," etc.

The Dry State, Remote

Jan 2023 - Jan 2024

Social Media Executive

- Identified trends and opportunities for campaigns, creating engaging, high-quality content (images, videos, posts) across social media platforms, including Instagram.
- Assisted in developing and executing a social media strategy to boost followers, engagement, and brand awareness.
- Responded to comments, messages, and mentions promptly while fostering engagement through polls, questions, and interactions, building a strong community around the brand.
- Prepared weekly/monthly reports on key metrics such as reach, engagement, and conversion rates.

AURIV Learning, Remote

Jun 2021 - Feb 2022

Dance Teacher

- Mentored over 10 - 15 students online from various states and countries.
- Planned Zoom meetings and customized choreography for each student.

Bloody Donuts, Remote

Sep 2021 - Oct 2021

Social Media Ambassador

- Engaged with Instagram posts, encouraging traffic on the website.
- Helped acquire attendees for events.

Education:

BVP, College of Engineering

B.Tech in Computer Science, Pune

Graduated in 2023

Content Creation and Social Media Skills:

- Content Planning & Scheduling
- Reels & Short-form Video Editing
- Canva, Inshot
- Copywriting for Captions & Posts
- Trend Research & Hashtag Strategy
- Community Management

Dance Skills:

- Choreography
- Dance
- Performance
- Acting/Street Play/Theatre
- Improvisation
- Creativity
- Expression
- Semi Classical
- Bollywood

Additional Skills and Achievements:

- Event Manager, Social Media and Cultural Member, BVP, Pune (2022 - 2023)
- Spring Fest, IIT Kharagpur Prelims, Pune – 1st Position (2019)
- Spring Fest, IIT Kharagpur, Kharagpur – 3rd Position (2020)
- Symbhav, Symbiosis Pune – 1st Position (2022)
- MIT ADT University – 1st Position (2020)
- MIT World Peace University – 1st Position (2022)
- Joined my College Street play team - Rhapsody and was a part of it for 4 years.
- Completed post-graduation in Kathak (Jaipur Gharana) from Foundation for Krishna Kala Kendra and Education Society, Noida.
- Performed multiple government organized stage shows with my Guru, including at Pragati Maidan, Connaught Place, Varanasi, and more.

