



Ekta  
Dodhia

Public Relations Manager and Blogger

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Indian Citizen

## ABOUT ME

*Innovative and experienced social media manager and blogger seeking to gain experience in public relations management with a Bachelor of Arts degree in Journalism. Knowledgeable in blog and article writing, copy editing, proposal writing, and Adobe software's. Equipped with quick problem-solving skills and delivers under pressure. Successfully designed the USIU-A 2019/2020 Yearbook.*

## EDUCATION

### Bachelor of Arts in Journalism

*United States International University - Africa (USIU-A) concentrating in Print media and PR & Advertising.*  
2017-01 to 2021-09

### ACCA

*Excel Global college*  
2016-09 to present

## SKILLS

- Communication Skills
- Social Media Management
- Social Media Management tools
- Project Management
- Content Development, Editing and Social Media Scheduling
- SEO and Keyword Research
- Team Player
- Leadership skills

## SOFTWARES

- InDesign
- Photoshop
- Canva
- Illustrator
- MS office

## EXPERIENCE

### Oshwal Education & Relief Board

*PR Assistant 2022-08 to 2023-04*

- Designed social media posts such as posters, infographics, carousels, and videos using content creation tools such as Illustrator and Photoshop.
- Designed the yearbook for 2 campuses using Illustrator and Photoshop.
- Captured Photos and videos of major events at the different campuses and edited them for use on the various social media platform.
- Suggested marketing strategies for implementation.

### Outliers Marketing Ltd

*2021-09 to 2022-08*

- Designed social media posts such as posters, infographics, carousels, and videos using content creation tools such as Illustrator and Photoshop.
- Wrote, proofread, and edited Proposals to pitch to clients for marketing.

### NanoVenue

*Internship 2021-02 to 2021 -08*

- Managed Instagram, Twitter, and Facebook using Creator Studio and TweetDeck social media management tools - Grew social media following 15%
- Designed social media posts such as posters, infographics, carousels, and videos using content creation tools such as Canva - Posted at least 3 times daily increasing page visits and engagement.
- Developed a social media calendar using Trello for project management - Ensured social media content is available ahead of time.
- Wrote, proofread, and edited 11+ blog articles on company niche areas for publishing on the official website.
- Oversaw the development of 18 project proposals as the head of the proposal development department - Pitched 2 of these projects to different stakeholders.

### Yearbook Committee

*USIU-A yearbook 2019-11 to 2020-10*

- Designed the layout and content for the book using software like Publisher, InDesign, and Photoshop in a team of 7 people.
- Used creative and critical thinking skills to solve design issues - Delivered on a visually appealing book that was highly praised and widely read by the population of 5,000+ students.
- Took Photos of major events at the university and edited them for use within the yearbook for execution of that year's theme.

### Electoral College

*Part of the student's body for the year 2019/2020 at USIU-A*

- Wrote 5+ proposals and tabled them for consideration as the representative of the school of communication – 2 were adopted and executed including the budget.
- Captured committee meeting minutes as the secretary for effective communication and follow-up of activities - promoted a cordial work environment for the committee.
- Used leadership, critical thinking, and creative problem-solving skills to deliver on the yearbook project on time.

# CERTIFICATES AND ACHIEVEMENTS

- 2022-09 – OPL Cricket Emcee
- 2022-08 – Organized the Paryushan events as Visa Oshwal community religion secretary
- 2019-03 – VCT Week Committee
- 2019-03 - Won a Trophy for 1st Runners up as Team India in our inter-cultural competition.
- 2018-03 to 2019-03 - Chair of Team India
- 2013-04 - Certificate of Participation in the Music and Dance Night 2013
- 2015-11 - Certificate for Coming 3rd Place in Pedal Kart
- 2009-11 - Certificate of Participation in President's Awards Expedition Challenge.
- 2015-07 - Certificate for Successfully Completing Tapovan NRI Shibhir
- 2015-02 - Certificate of Participation in The Annual CAS Tournament 2015 and coming 3rd place.
- 2014-09 - Certificate of Appreciation for Voluntary Service Provided during the Samvansari Lunch
- 2012-09 - Certificate of Successful Completion of Work Placement at B.C. Patel & Co. and Mister Wok Restaurant
- 2012-06 - Certificate of Assistance and Voluntary Services for Oshwal Census
- 2012-01 - Certificate of Representation the Academy in Inter-School Under 13 Rounders Championships