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HIYA RUPREJA

EDUCATION

Jyoti Dalal School of Liberal Arts, NMIMS Mumbai Campus

2020-2023

3.67 CGPA

Jai Hind College, HSC

2018-2020

88%

Bai Avabai Framji Petit Girls' High School, ICSE

88%

JOBS

Digital Marketing Executive, Rudraani Digital Media

May 2023 - July 2023

Curating comprehensive content for both the company's website and clients' websites.

Authoring blog posts for diverse websites.

Executing advertising campaigns and all activities related to social media marketing.

INTERNSHIPS

Crowdfunding Intern, Pawzz, India

May 2023 - Present

Gained experience in fundraising and crowdfunding.

Attended weekly training sessions about fundraising

Social Media Marketing Intern, Arya Gold Jewellers

July 2022- May 2023

Handling the brand's social media applications.

Coming up with ideas for post and reels for the brand's social media.

Intern, Soul Prism by Krittika Mehta

June 2020- August 2020

Acquired knowledge about various disorders and modalities of therapy through case discussions.

DISSERTATION

“The Effect of Ecological Anxiety on Consumer Behaviour”

Wrote an original analysis on the above topic using quantitative techniques of data analysis which has been published in journals.

EXTRA-CURRICULAR

Given the opportunity to publish my dissertation paper in the college “Emerging Scholars” Journal.

Member of the “Security Department” of “Paper Planes”, School of Liberal Arts’ annual fest for two consecutive years.

Completed certificate courses on Content Marketing, Basics of Digital Marketing, Learning how to cope with mental health issues through Udemy and Coursera.

SKILLS / ABILITIES

Microsoft Office: Word, Excel, PowerPoint

Canva

Creative Writing, Content Writing, Social Media Marketing, Digital Marketing, Search Engine Optimization, Search Engine Marketing.

**PERSONAL
INFORMATION**

Languages Known

English: Fluent

Hindi: Fluent

Sindhi: Conversational

Hobbies & Interests

Content Writing, Designing, Volunteering and Community Involvement
(Animals), Marketing.
