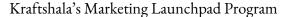
# Shruti Arora





### PROFESSIONAL EXPERIENCE

### Teaching Assistant, Seth G.L Bihani S.D P.G College, Sri Ganganagar

Sep 2018 - Feb 2020

- Transformed Classroom dynamics by implementing innovative teaching methods as a Teaching Assistant
- Identified the need for interactive learning experience and introduced hands- on activities, and collaborative projects
- Soared by 50%, student motivation and participation fueled a remarkable improvement in overall academic performance

### Intern, Wildlife Institute of India(WII), Dehradun

Sep 2018 - Oct 2018

- Elevated the research efforts as an intern at the WII, while working on the Torrent Frog Project
- Identified the declining population and habitat destruction in Uttarakhand region and spearheaded a comprehensive field survey and monitoring program
- Gathered vital data of 3 different amphibian species, leading to the creation of conservation plans backed by solid evidence

### **EDUCATION**

Year	Degree	Institute
2020 - 22	B.Ed	Indira Gandhi University, Meerpur, Haryana
2015 - 17	M.Sc Zoology	Seth G.L Bihani S.D P.G College,Sri Ganganagar
2011 - 14	B.Sc (Hons.) Zoology	Deen Dayal Upadhyaya College, Delhi
2009 - 10	12th Grade CBSE	B.S.F Sr. Sec. School, Sri Ganganagar
2007 - 08	10th Grade CBSE	Arorvansh Public School, Sri Ganganagar

### **CURRENT EXPERIENCE**

### The Marketing Launchpad, Kraftshala, Online

Jul 2023 - Present

- Selected as a part of a batch of 75+ students from all over India for The Marketing Launchpad Program
- Completed ~600 hours of training across 14 weeks (10 hours/day)
- Strategized an integrated campaign across FB and Google for Just About Marketing with Rs 3000 as a budget to generate traffic to website. The plan included selection of platforms, Campaign objectives, buying types, targeting, budget split and creating media plan and real time optimisation for 5 days
- FB Ads Project: Strategized a media plan for Jio Cinema with 2 Crores as a budget to drive awareness and eventually maximize app installs and website conversions over 2 months- the plan included campaign structuring, budget distribution, targeting, placements, ad formats
- Google Ads Project: Strategized a campaign for Hershey's Exotic Dark Chocolate with given budget to generate 1 lakh sales through google search ads in 3 months- the plan included campaign structuring, Keyword research, budget distribution, targeting, placements

# POSITIONS OF RESPONSIBILITY

# Volunteer, Antardhwani, Annual Cultural Fest Of University of Delhi

Feb 2014

- Elevated the cultural experience by actively facilitating diverse interactions among participants, artists, and attendees
- Amplified the event's impact on 1000 of attendees by organizing captivating performances, interactive activities like quiz, and a
  vibrant display of vibrant cultures resulting in nurturing a spirit of inclusivity and cultural exchange among students

## Organizer, Deen Dayal Upadhyaya College, Delhi

Jul 2013 - Nov 2013

- Revitalized the engagement of students as an Organizer at Synapses, Zoological Society of DDUC
- Recognized the need for increased participation in zoological activities and events and implemented a series of interactive workshops, guest lectures attracting average attendance of 60 students

## **CERTIFICATIONS**

Foundations of Digital Marketing and E-commerce, Coursera, Remote

Mar 2023

Create and Design Digital Products Using Canva, Coursera, Remote

Mar 2023

## **EXTRACURRICULARS**

## Participant, Inter-School Debate Competition, Sri Ganganagar

- Demonstrated exceptional skills and acumen in debate competitions, securing victories and making a significant impact
- Emerged victorious in many competitions, earning recognition for critical thinking, effective communication, and the ability to articulate compelling arguments

## **OTHER INTERESTS**

### Reading

- Immersed myself in the captivating world of reading, experiencing a transformative impact on my life, expanding my knowledge,imagination
- The last book I read was "Ikigai-The Japanese Secret to a Long and Happy Life". It teaches us how to find happiness by doing what we love and what we're good at.