



# ABHILASHA DWIVEDI

DIGITAL MARKETER & PROJECT MANAGER

## CONTACT

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- 📍 Delhi, India

## EDUCATION

2019 - 2022

PTSNS UNIVERSITY

- Bachelors of Science  
(Mathematics & Computer science)

2016 - 2018

GOOD SHEPHERD CONVENT  
SENIOR SECONDARY SCHOOL

- Higher Secondary

## CETIFICATES

- Digital Marketing
- Project Management
- Python
- Java

## SKILLS

- Content writing
- Advertising Campaign Development
- Client Relations
- Content strategy expertise
- Marketing Strategies
- Leadership
- Effective Communication
- Critical & Creative Thinking

## PROFILE

Experienced content strategist skilled in crafting engaging narratives and visually compelling designs. Demonstrates proficiency in executing successful advertising campaigns and cultivating enduring client relationships. Possesses a refined blend of creativity and strategic insight to drive impactful digital marketing initiatives.

## WORK EXPERIENCE

### AABEE Holidays & Resorts

2023 - 2024

Social Media Marketing Executive

- Secured long-term accounts with effective branding strategies.
- Attracted new customers through diversified offerings and optimized strategies.
- Managed creation of marketing materials.
- Expanded market reach by identifying growth opportunities.
- Increased social media following through strategic outreach.
- Designed various marketing materials, including social media content.

### AltF Coworking Spaces

2023

Content Marketing Intern

- Formatted content to adhere to industry-specific style guides.
- Consulted with editors to shape story and eliminate any errors.
- Created content for websites and online publications.
- Developed content for press releases and newsletters to promote products and services.

### Tech Analogy

2023

Marketing Intern

- Participated in brainstorming meetings to develop marketing collateral.
- Created customized marketing materials to increase product awareness.
- Researched and evaluated potential new markets and products.
- Scheduled social media postings to advertise products and generate site traffic.

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Italian (Basics)
- French (Beginner)