

SHIVANI CHAUDHARI

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PROFILE SUMMARY

Enthusiastic beginner in digital marketing with foundational expertise in social media marketing, email marketing, and basic SEO. Possesses strong communication and teamwork skills, eager to learn and contribute to innovative initiatives. Seeking an internship opportunity to gain practical experience and contribute to innovative digital marketing initiatives.

EDUCATION

Course (Stream) / Examination	Institution/ University	Year of Passing
Masters of Science (M.Sc.), Geography	Indira Gandhi National Open University (Delhi)	Pursuing
Bachelors of Arts (B.A. Hons.), Geography	Aditi Mahavidyalaya (University of Delhi)	2023
AISSE (Humanities)	D.A.V Public School, Sreshtha Vihar (Delhi)	2020
AISSE	D.A.V Public School, Sreshtha Vihar (Delhi)	2018

POSITION OF RESPONSIBILITY

1. Event Coordinator

- Dharitri Society, Department of Geography, Aditi Mahavidyalaya (10th Feb 2023)**

Successfully **led a team of 5 volunteers** to organize a dynamic Treasure Hunt event, resulting in a **40% increase in participation** during the college fest.

COURSES

Course/Project	Issuing Organization	Issue Date
Build a social media presence for business using Canva	Coursera Project Network	April, 2024
Fundamentals of Digital Marketing	Google Digital Garage	April, 2024
Branding & Design Job Simulation- Sydney Romantics	Forage (Virtual Internship)	April, 2024

ADDITIONAL DETAILS

1. Participation in **National Conference on Mainstreaming Disaster Risk Reduction** in Governance, hosted by **Indian Institute of Public Administration, G20**, on July 5th, 2023.
2. Achieved an **A grade** in the **Workshop on Geoinformatics Technology** organized by **Netra Institute of Geoinformatics Management and Technologies (NIGMT) Foundation**, held from September 20th to 28th, 2021.
3. Participated in the **GIS Workshop on GPS and its Applications** organized by **Swastik Edustart-Geospatial Training Institute** on June 29th, 2020

ACADEMIC PROJECTS

1. **Disaster Management (2023)** Investigation of Landslide in Chamba district, Himachal Pradesh, Mar 2023 - May 2023
2. **Data Structure in GIS and Application of Remote Sensing (2022)**, Nov 2022 - Dec 2022
3. **Field Work and Research (2022)** Urban farming in Narela and Bawana, New Delhi, Mar 2022 - Apr 2022

SKILLS

TECHNICAL SKILLS	SOFT SKILLS
Search Engine Optimization (SEO)	Analytical Thinking
Search Engine Marketing (SEM)	Creativity
Social Media Management	Communication Skills
Content Marketing	Adaptability
E-mail Marketing Automation	Teamwork