



VINNY DHAWAN

CONTENT WRITER

Phone ☰
+91 6009348508
Email ☰
dvinny180@gmail.com
Address ☰
Lawsohtun, Block 4, CID Quater
PWD, Building No 4.

ABOUT ME

Seeking a challenging and creative position which will allow to utilize verbal, written, and customer service skills. Extensive photoshop and social media management experience.

EDUCATION

MBA

Chandigarh University
2021

DIPLOMA IN FOOD AND TECH

Lovely Professional University
2020-2021

BSC IN BOTANY

St. Edmund's College
2017-2020

HIGHER SECONDARY EDUCATION

Sankar Dev College, Bishnupur
2015-2017

SECONDARY EDUCATION

Lady Keane Girl's Higher Sec School
2015

SOFTWARE SKILL

- Adobe Photoshop
- MS. Word
- MS. Powerpoint
- MS. Excell

OTHER SKILLS

PHOTOGRAPHY

EXPERIENCE

Present *UNESCO, Jamshedpur*

☰ RESEARCH

*Worked on preparing a project report on environmental science
Worked on an analytical prospective for policy and policy making*

2022 *Showtime Consulting*

CONTENT WRITING ☰ PAGE MANAGING ☰ NETWORKING

*Official Facebook page and Instagram page of
National People Party (NPP)*

*Official Facebook page and Instagram page of
Meghalaya with Conrad (MWC)*

- ☰ *Developed post captions with researched trending hashtags.*
- Scripted interviews, social issues in Meghalaya for page content.*
- ☰ *Utilized social media marketing tools such as Facebook Creator Studio, Google*
- ☰ *MyBusiness and website analytics.*
- ☰ *Identified effective promotional methods and negotiated media through meticulous market research.*
- ☰ *Increased user base by promoting influencers and launching key marketing efforts*
- ☰ *Maintained current social media trends through attending professional conferences and webinars.*
- ☰ *Collected and analyzed Web metrics such as visits, time on site and page views per visit.*
- ☰ *Created customized marketing materials to increase page awareness.*
- ☰ *Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.*
- ☰ *Partnered with graphic designers creating content and promoting ad campaigns.*
- ☰ *Engaged social media audience by collaborating with graphic designers to develop viral content.*
- ☰ *Designed social media and website ads using Adobe Photoshop, InDesign and Illustrator.*
- ☰ *Photographed all inventory and uploaded live photos to website.*

2023 *STORY WRITING INTENSHP-TEAM EVEREST*

2021 *INTENSHP-INFOTECH*

2021 *MANAGED SOCIAL MEDIA PAGE
LOVELY PROFESSIONAL UNIVERSITY
@lpu.agri*

2018 *MANAGED SOCIAL MEDIA PAGE
St. Edmund's College
@stedmundscollegeshillong
@dept.of.botany.st.edmunds*