






Yashila Sharma

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 **Home:** India

WORK EXPERIENCE

Marketing executive

01/12/2021 – 01/01/2022

Younity |  work from home, India

As a Marketing Executive at Younity, my role was instrumental in shaping the company's brand identity and expanding its market reach. I spearheaded the development and implementation of comprehensive marketing strategies, overseeing campaigns across multiple platforms to effectively engage our target audience. Collaborating closely with various teams, I ensured our marketing efforts were aligned with business objectives, while continuously analyzing performance metrics to refine our approach. My tenure at Younity showcased my ability to drive brand awareness, attract new customers, and foster lasting relationships within the market, ultimately contributing to the company's growth and success.

Graphic designer

15/07/2022 – 15/08/2022

P Laminators |  India

My journey as a graphic designer has been dynamic and fulfilling, marked by the extensive use of Adobe Creative Suite to craft diverse projects. Leveraging Photoshop, Illustrator, and InDesign, I've designed eye-catching posters, engaging social media posts, and various other graphic elements. Each project requires a unique approach: creating vibrant posters that captivate audiences, crafting social media posts that drive engagement, and developing cohesive design elements that reinforce brand identity. Incorporating P laminators into my workflow has significantly enhanced the presentation and durability of my printed materials, providing a professional, bubble-free finish that maintains the integrity of my work. Continuously learning and adapting to new trends and technologies, I strive to deliver innovative and impactful designs in this ever-evolving field.

Content Writing & Graphic designer

01/09/2022 – 07/11/2022

Peepal Essentials |  India

During my tenure as a Content Writing Intern at Peepal Essentials, I managed various responsibilities critical to content creation and management. I conducted extensive research, crafted compelling written material for websites, blogs, and social media, and collaborated with team members to refine content strategies. My role also involved proofreading and editing to ensure accuracy and coherence, adhering to brand guidelines, and optimizing content for SEO to enhance online visibility. Monitoring content performance metrics provided valuable insights for ongoing refinement. I demonstrated attention to detail, creativity, and a proactive approach, effectively contributing to the organization's content objectives.

As a graphic designer at Peepal Essentials, my work has been dynamic and fulfilling, heavily utilizing Adobe Creative Suite. Using Photoshop, Illustrator, and InDesign, I designed eye-catching posters, engaging social media posts, and various graphic elements. Each project required a unique approach, from creating vibrant posters to developing cohesive design elements that reinforce brand identity. Incorporating P laminators enhanced the presentation and durability of printed materials, ensuring a professional finish. Continuously learning and adapting to new trends and technologies, I strive to deliver innovative and impactful designs in this ever-evolving field.

Marketing & Content Writing

03/05/2023 – 10/06/2023

Cure Skin |  India

During my time as a Marketing Executive and Content Writer at CureSkin, I played a pivotal role in developing and executing comprehensive marketing strategies. Crafting compelling content to engage our target audience was at the core of my responsibilities. I collaborated closely with the marketing team to conceptualize and implement campaigns across various channels. Additionally, I leveraged my writing skills to create informative and persuasive content that resonated with our customers, driving brand awareness and customer acquisition. My experience at CureSkin strengthened my marketing expertise and refined my content creation abilities in the dynamic landscape of skincare and wellness.

Marketing & Graphic Design

07/01/2024 – 07/03/2024

Qwerty brand solutions |  Delhi, India

As a Marketing Executive at Qwerty Brand Solutions, I spearheaded dynamic marketing campaigns, conducted market research to stay ahead of trends, and collaborated with cross-functional teams to execute integrated strategies. My role involved cultivating client relationships, analyzing campaign performance, and driving ROI through data-driven decision-making. Overall, I honed my strategic, creative, and interpersonal skills in a fast-paced, results-driven environment.

During my tenure as a Graphic Designer at Qwerty Brand Solutions, I've had the privilege to harness my creativity and technical skills in Adobe Creative Suite—specifically Photoshop, Illustrator, and InDesign—to produce compelling visual solutions. From conceptualizing and designing impactful brand identities to creating engaging marketing collateral and digital assets, I've contributed to enhancing brand presence across various platforms. My role involved collaborating closely with clients and internal teams to understand project objectives and deliver innovative designs that resonate with target audiences. Utilizing tools like P laminators, I ensured the quality and durability of printed materials, maintaining a high standard of visual excellence. Continuously adapting to new design trends and technologies, I am committed to driving creative strategies that elevate Qwerty Brand Solutions' brand identity and communication efforts.

Digital Marketing & Content Writing

07/06/2023 – 07/11/2023

Peepal Essentials | India

During my internship at Peepal Essentials as a Digital Marketing and Content Writing Intern, I handled a range of responsibilities aimed at bolstering the organization's digital presence and content strategy. This included developing and executing digital marketing campaigns across platforms like social media and email, as well as crafting engaging content for the website, blog, and social channels. I conducted market research to inform our strategies, collaborated with different teams to ensure messaging consistency, and monitored performance metrics to optimize campaign effectiveness. My role involved a blend of creative content creation, strategic planning, and data-driven analysis to drive our digital marketing efforts forward.

Marketing manager

01/11/2022 – 01/03/2023

H&M India | Delhi, India

During my tenure as a Marketing Manager at H&M India, I led strategic initiatives to enhance brand visibility and drive customer engagement. Collaborating with cross-functional teams, I conceptualized and executed innovative marketing campaigns that resonated with our target audience. From managing social media presence to organizing events and promotions, I ensured a cohesive brand experience across all touchpoints. Additionally, I analyzed market trends and consumer insights to refine our marketing strategies and maximize ROI. My time at H&M India equipped me with invaluable experience in building and nurturing brands in the competitive retail landscape.

EDUCATION AND TRAINING

Central Board Of Secondary Education

31/03/2020 – Current

All India Senior School Certificate Examination | 305001, ajmer, India

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<https://cbse.nic.in/>

Central Board Of Secondary Education

01/04/2020 – 2021

All India Senior School Certificate Examination | Ajmer, India

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<https://europa.eu/europass/eportfolio/screen/redirect-external?url=https%3A%2F%2Fcbse.nic.in%2F>

Final grade: 97%

Udemy

Graphic Design

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https://www.udemy.com/?utm_source=adwords-brand&utm_medium=udemyads&utm_campaign=Brand-Udemy_la.EN_cc.INDIA_dev.&campaigntype=Search&portfolio=BrandDirect&language=EN&product=Course&test=&audience=Keyword&topic=&priority=&utm_content=deal4584&utm_term=__ag_133043842301__ad_595460368494__kw_udemy__de_c__dm__pl__ti_aud-1738475842996:kwd-296956216253__li_9303525__pd__&matchtype=b&gad_source=1&gclid=CjwKCAjw4ri0BhAvEiwA8oo6F44K6_nljEvKksEgkmdWJVkm0-hfc2wqMFttU05s1ER5qEAco9itDRoCaUAQAvD_BwE

Level in EQF: EQF level 6

LANGUAGE SKILLS

Mother tongue(s)






Hindi

Other language(s)

	Listening	Reading	Spoken interaction	Spoken production	Writing
English	C1: Proficient User	C1: Proficient User	C1: Proficient User	C1: Proficient User	C1: Proficient User

DIGITAL SKILLS

Digital Skills - Test Results

 Information and data literacy	Intermediate	Level 4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
 Communication and collaboration	Advanced	Level 5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
 Digital content creation	Intermediate	Level 4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
 Safety	Intermediate	Level 4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
 Problem solving	Advanced	Level 5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

Results from [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

CONTENT WRITING | facebook marketing | Social Media / Social Network | Graphic design and layout | Digital Skills: Digital Marketing | marketing | google ads | google analytics | ads campaign | meta | market understanding | Collaboration and communication skills | SEO Knowledge | Analytical Thinking

My Digital Skills

PUBLICATIONS

Authored A Book (Khayaal - An Eternity)

2020 | <https://www.amazon.in/dp/1648995950>

Immersing myself in the timeless works of poets such as William Shakespeare, John Keats, and Rudyard Kipling fueled my passion for poetry and literature from a young age. I found inspiration in their words, prompting me to embark on my own journey as a writer at the tender age of 12. Writing poetry became my preferred mode of self-expression, as I discovered the profound impact that carefully chosen words could have.

At 17, in the year 2020, I took a decisive step forward by consolidating my poetic endeavors into a singular achievement: my book titled "Khayaal- An Eternity." This endeavor marked a pinnacle in my creative exploration, offering not only an outlet for expression but also an opportunity for personal growth. Crafting this collection taught me invaluable lessons in writing techniques, literary principles, and the nuances of vocabulary. Moreover, it instilled in me a profound sense of responsibility, as I navigated the process independently.

Delving into the depths of my thoughts and emotions during the creation of "Khayaal- An Eternity" challenged me to explore new depths of creativity and introspection. Each word, each verse became a testament to the significance of every thought and the importance of translating them into tangible creations. Through this experience, I learned that every idea holds value, and it is our duty to give it substance and meaning.

CONFERENCES AND SEMINARS

Model United Nations Conferences

09/07/2017 – 25/09/2020

Participating in Model United Nations conferences has been a significant part of my journey, driven by my deep interest in international and national politics and their intersection with the legal system. Through these conferences, I've represented various countries and portfolios.

Engaging in such events is crucial because they offer insights into the diverse philosophies shaping different regions of the world. Moreover, they foster the development of ethics and empathy, reminding us of our responsibility to aid those in need.

Building peace, trust, honesty, and cooperation among nations is paramount. Additionally, crafting rules that address the root causes of injustice and mistreatment is essential.

It's our duty to reform elements of the legal system from a global perspective, ensuring equal respect and fulfillment of promises for all individuals.

HONOURS AND AWARDS

High School Achievements

Achievements in Model United Nations conferences include receiving the Best Delegate Award, as well as garnering two Honourable Mentions, two Special Mentions, and two Verbal Mentions for exemplary performance. Additionally, accolades were earned in various domains, such as debates, extempore speaking, movie making and trailer competitions, and securing the Basketball Cup in inter-school competitions. Noteworthy recognition was also received for participation in an inter-school Sanskrit play.

Outside of Model UN, notable honors include authoring a book, serving as Captain of the Basketball Team, holding a position as an Executive Board Member in Model UN conferences, and acting as Vice-Captain of the Swimming Team. These achievements underscore a commitment to excellence across academic, athletic, and leadership endeavors.

HOBBIES AND INTERESTS

Painting

Writing

Poetry

Swimming

Sports

VOLUNTEERING

COMMUNITY VOLUNTEER WORK

31/03/2014 – Current

Engaged in community service, I volunteered at an old age home, extending companionship and support to the elderly residents. Additionally, I spearheaded cleanliness drives across various parts of the city, contributing to the upkeep of our shared environment. During summer breaks, I dedicated my time to teaching children with special needs (CWSN), fostering inclusivity and education accessibility.

Furthermore, as a member of the student organization "Wabi-Sabi," I actively participated in initiatives aimed at assisting underprivileged children by providing them with basic resources essential for their education. These experiences reflect a deep-seated commitment to social responsibility and the betterment of society, particularly for marginalized communities.

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