

## EDUCATION

### **Diploma, Digital Marketing**

DIGITAL MARKETING TRAINING INSTITUTE

2019 - 2019

### **Bachelor of Management Studies (B.M.S.), Marketing**

NM College

2015 - 2018

Percentage: 76.97%

### **Senior Secondary (XII), Commerce**

Nm College

(HSC board)

Year of completion: 2015

Percentage: 89.09%

### **Secondary (X)**

Children's Academy

(SSC board)

Year of completion: 2013

## JOBS

### **Social Media Marketing**

Freelance, Virtual

Nov 2021 - Present

Working with companies and individuals to grow and scale their social media platforms for more engagement and sales. I have experience in post designing, branding, blog management and content writing.

## INTERNSHIPS

### **Trainer**

Lingoq By Kids Aptivity, Virtual

Jan 2021 - Oct 2021

Teaching English: spoken, written and grammar

Selling and converting leads to new students

Conducting assessments and evaluating student's skills for reviews

### **Marketing And Consumer Feedback**

Meru cabs, Mumbai

Apr 2017 - May 2017

Data and feedback collection from existing Meru customers. Organizing the collected data and understanding consumer behavior. Developing communication skills.

## POSITIONS OF RESPONSIBILITY

Vice President Public Relations- Mumbai Toastmasters: The role helped me connect with club members and promoting the institution.

Magazine Editor at Mumbai Toastmasters: This role helped me learn content curation, editing, proofreading, magazine designing and publishing.

Head of Departments in the psychology club of N.M. College: This role included paying close attention to working of club departments in the club, suggesting and supervising various activities that take part in the club.

## TRAININGS

### Digital Marketing

Digital Marketing Training Institute (DMTI), Mumbai

Feb 2019 - Feb 2019

Learnt SEO, SEM, Social media marketing, graphic designing, email marketing, website enhancement, content writing, blogging, etc in an intensive course.

### Content Writing

Xavier's College, Mumbai

Sep 2018 - Nov 2018

We learnt about how to create, edit and conceptualize content- fiction and non fiction

### Public Speaking And Leadership

Mumbai Toastmasters, Mumbai

Feb 2017 - Mar 2019

Learnt communication and speech evaluation skills

### Public Speaking And Communication Skills

Indo American Society, Mumbai

Oct 2016 - Oct 2016

## PROJECTS

### A Study of Consumer Behavior on Telemarketing with respect to Telecommunications Industry

Jun 2017 - Dec 2017

This study found out the way consumers react to telemarketing and if it was beneficial for telecom industries to invest in telemarketing in 2017. Modern and alternate methods that have replaced telemarketing efforts of organizations were found.

## SKILLS

### MS-Word

Advanced

### Blogging

Advanced

### English Proficiency (Spoken)

### WordPress

Intermediate

### MS-PowerPoint

Advanced

### English Proficiency (Written)

Advanced

**Event Management**

Intermediate

**Creative Writing**

Advanced

**Hindi Proficiency  
(Written)**

Advanced

Advanced

**Social Media Marketing**

Intermediate

**Hindi Proficiency  
(Spoken)**

Advanced

**MS-Office**

Advanced