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23 July 1999
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Experience

- **Parul University** **June 2023 - September 2023**
Content Writer
 - **Writing Long & Short Format Content for Various Social Media Platforms** [Static images, carousel posts, captions, updates, scripts for videos & reel, flyers, brochures, In house and associate emails and campaign artboards]
 - **Managing & Handling Social Media Platforms** [Including Instagram, FaceBook, YouTube, LinkedIn, Twitter, Quora and Pinterest]
 - **Creating Monthly Calendar For Posting** On Various Social Media Platforms
 - **Brainstorming Ideas & Concepts** for Branding and Movement Marketing Posts/Content along with competitor analysis with team
- **Kanan International Pvt Ltd** **June 2022 - May 2023**
Content Writer & Social Media Executive
 - **Writing Long & Short Format Content for Various Social Media Platforms** [Static images, carousel posts, captions, updates, scripts for videos & reel, flyers, brochures, In house and associate emails and campaign artboards]
 - **Managing & Handling Various Social Media Platforms** [Including Instagram, FaceBook, YouTube, LinkedIn, Twitter, Quora and Pinterest]
 - **Managing & Handling Google Business Profiles** [Replying to leads/messages as well as reviews received on them, Posting Products & Event Updated]
 - **Maintaining Gmail Accounts, Google Drives, Excel Sheets and Google Docs** for the company
 - **Brainstorming Ideas & Concepts** for Branding and Movement Marketing Posts/Content along with competitor analysis with team
 - **Allotting work & supervising team** members as a Team Lead
 - **Recording and Maintaining Video & Written** Client Testimonials or Feedbacks

Education

- **Company Secretary** **2021**
ICSI
Executive Level
- **Bachelor's of Commerce** **2021**
MSU
6.7 CGPA
- **HSC** **2018**
Urmi School
65.73%
- **SSC** **2016**
Urmi School
71.67%

Skills

- Creative Writing
- Technical Writing
- Social Media Marketing
- Google Business Profiles Management
- Basic Knowledge of Digital Marketing & SEO

Language

- English
- Hindi
- Gujarati

Activities

- Appeared for and achieved an excellent 86 on The Michigan Test Of English Language Proficiency taken by University Of Michigan
- Wrote at the All India Essay Writing Event
- Appeared for the TOEFL-iBT examination and scored 82