


SHIVANI BHAT

Digital Marketer

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 www.moxiefy.co

Profile

My passion lies in empowering brands to create a lasting impact through compelling content and captivating visuals. I am research-oriented, bringing a mix of creativity and strategic thinking to all my projects, and believe that customer-centricity lies at the core of successful marketing. I have worked with both B2B and B2C brands across industries such as travel and tourism, healthcare, education, technology, and banking, to name a few.

Skills

Content Writing
Copywriting
Graphic Design
Social Media Marketing
Campaign Ideation
Brand Identity Creation
Market Research

Experience

- **Jan - Apr 2023**
Digital Marketing Intern
Adsyndicate Services Private Limited
 - **Mar - Apr 2021**
Social Media Marketing Intern
Inspiron Psychological Well-Being
 - **May- Aug 2019**
Content Writing Intern
QiWorks
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Tools

Canva
Hootsuite
Semrush
Gain
Adobe Photoshop

Education

- **M.A. in Digital and Creative Marketing**
Manipal Academy of Higher Education
2021 - 2023
- **B.A. in Communicative English, Optional English and Psychology**
Jyoti Nivas College (Autonomous)
2018 - 2021