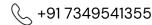
SHIVANI BHAT

Digital Marketer

shivanibhat@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.

Skills

Content Writing

Copywriting

Graphic Design

Social Media Marketing

Campaign Ideation

Brand Identity Creation

Market Research

Experience

Jan - Apr 2023

Social Media Marketing Intern Adsyndicate Services Private Limited

Mar - Apr 2021

Social Media Marketing Intern Inspiron Psychological Well-Being

May- Aug 2019

Copywriting Intern QiWorks

Certifications

Digital Marketing Analytics in Practice (with Honors)

Storytelling in Branding and Content Marketing

An Introduction to Consumer Neuroscience & Neuromarketing

The Strategy of Content Marketing

Education

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C

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