


# 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.





### 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

- **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