



Ishita Aggarwal

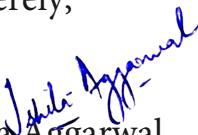
Dear Hiring Committee,

I'm pleased to recommend Shivranjani Anand (Tara) for a larger role in social media marketing at your esteemed organisation. I have worked closely with Shivranjani, over the past 4 years, where they progressed from a junior marketer into a trusted, data driven contributor across content, paid campaigns, and brand storytelling. She owned schedule calendars, trailblazed creative aesthetics, and translated analytics into clear actions.

Beyond results, Shivranjani showed strong ownership and strategic thinking. She brings the right mix of creativity and operational rigour - comfortable in dashboards and spreadsheets, but equally strong in crafting narratives that resonate with audiences. Her curiosity, reliability, clear communication, and willingness to jump in wherever needed has left a great impact on the clients and her colleagues.

I recommend Shivranjani Anand (Tara) without reservation for a bigger role where she can own strategy, mentor others, and drive end to end social performance.

Sincerely,


Ishita Aggarwal
Proprietor