

PROFILE

A quick learner with a problem-solving mindset and can-do attitude. Seeking a challenge-able opportunity to utilize my skillset to achieve the organization's vision and utilize my skills and abilities to further expand my domain knowledge.

EXPERIENCE

- **E2E Networks – Social Media Apprentice/ Freelance** (Jul'25 – Present)
 - **Research and Analysis:** Understanding the competitor's digital presence on a weekly basis and making the analysis report.
 - **Creative Input:** Working on innovative ideas to enhance and grow company's digital presence.
 - **Content Creation:** Scripting and creating the content which helps in boosting the digital growth.
- **DENNISON INDIA– Social Media Marketing Intern** (Feb'25 – 31 April'25)
 - **LinkedIn Optimization:** Handling and managing company's LinkedIn along while practicing creative writing
 - **Marketing Campaigns:** Successfully closed 2 marketing campaigns on **Brand Awareness**.
 - **On Camera Presence:** Served as the "actor" for Brand's **social media** channels (appearing in reels).
 - **Content Creation, Generation & Scripting:** Developing creative concepts and scripts for social media posts and reels.
 - **Creative Input:** Providing innovative ideas to enhance the Brand's social media presence to engage with the audience.
 - **Trend Research:** Staying up to date with current social media trends and implemented relevant strategies to enhance content.
- **MAD Influence – Influencer Marketing Intern** (Nov'24 – 31 Jan'25)
 - **Research:** Conducting research for the influencers on the basis of their niche and as per the "Clients" requirements.
 - **Communication:** Communicating to influencers on behalf of Brands.
 - Working on their influencer favorable software.
- **Delhi School Of Internet Marketing (DSIM) – Social Media Marketing** (Sept'24 – Jan'25, part-time)
 - **On-Camera Presence:** Served as the face of the institute's **social media** channels, appearing in videos and reels.
 - **Content Creation and Content Generation:** Developed creative concepts and scripts for social media posts, videos, and stories.
 - **Creative Input:** Provided innovative ideas to enhance the institute's social media presence
 - **Trend Research:** Stayed updated with current social media trends and implemented relevant strategies to enhance content appeal.

EDUCATION

- **Delhi School Of Internet Marketing**
Certified Digital Marketing Master's Course
Sep'2024- Jan'25
- **Institute Of Innovation in Technology & Management, GGSIPU**
Bachelor of Computer Application (BCA)
2021-2024
Grade- **89%**
- **Rishabh Public School**
Completed Class 12th with 86%
Completed Class 10th with 72%

SKILLS

- **Technical Skills-** Social Media, Search Engine Optimization (SEO), Social Media Marketing, Email Marketing, Search Engine Marketing (SEM), LinkedIn, LinkedIn optimization, Meta Ads, Google Ads, Influencer Marketing, Project Coordination, Project Management, Event Planning, Strategic Planning, Canva, MS Office, Web Designing
- **Personal Skills-** Communication Skills, Creativity, Penmanship, Teamwork, Leadership, Problem Solving, Critical Thinking, Attention to details, Understanding of Trends