

# KRITI SHAH

## DIGITAL MARKETING

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## SUMMARY

A Social Media Coordinator, Content Writer, and Digital Marketer looking to gain real-world experience and contribute to team environments. Knowledgeable about viral social media marketing across a wide range of platforms.

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## EDUCATION

Guru Nanak Dev University (Main Campus)  
**B.C.A (Bachelor of Computer Applications)**

Amritsar, Punjab  
Graduated in 2019

While pursuing my graduate degree, I did a Digital Marketing course of 6 months. During the course, I solely worked on a site from scratch on cybercrimes.

## WORK EXPERIENCE

STATUSBREW PVT. LTD.

**CONTENT WRITER AND SOCIAL MEDIA COORDINATOR**

AMRITSAR, PUNJAB, JUNE 2019 - FEB 2020

- Content Writing: Create the content planner strategy and execute it by writing about the relevant topics related to social media along with a few guest blogs.  
<https://blog.statusbrew.com/author/kriti/>  
<https://makewebbetter.com/blog/social-media-tools-marketer-cant-live-without/>
- Social Media Management: Single-handedly maintained the social media content calendar for Twitter, Facebook, Instagram and LinkedIn. Bring leads and engagement by social monitoring and listening.  
<https://www.instagram.com/statusbrew/>  
<https://twitter.com/Statusbrew>  
<https://www.facebook.com/statusbrew/>
- Canva Expertise: Created social media designs on Canva for the Instagram profile.
- Copywriting: Create sales collateral with different use cases of the product and distribute it to blog leads with the help of HubSpot (CRM).

- Backlinks & guest posting: Get quality backlinks and bring-in guest blogs from the influencers.
- Collaboration: Handled a cross-promotion collaboration with MakeWebBetter.
- On-Page SEO: Responsible for on-page SEO of the blogs published.

#### **Tools used:**

1. Statusbrew
2. Later
3. Canva
4. Grammarly
5. SemRush
6. Google Analytics
7. Twitter Analytics
8. TweetDeck
9. Slack

CURIS TECHNOLOGIES LTD.

APRIL 2019 - MAY 2019

#### **DIGITAL MARKETING INTERN**

- Data research for an influencer campaign
- Facebook marketing strategy formation
- Handle blog postings on various social media platforms

NEET EXAM PREP

AUG 2018 - SEPT 2018

#### **GRAPHIC DESIGNING INTERN**

- Designed logo for the start-up
- Designed brochure for a school program on health check-up
- Designed various digital learning material

## HOBBIES AND INTERESTS

I love to read digital and print articles on trending topics, plan and manage events, listen to Bollywood music, and occasionally play outdoor games.

## PREFERRED LANGUAGES

- English
- Hindi
- Punjabi
- Gujarati