

Kashish Chawla

SOCIAL MEDIA STRATEGIST

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🌐 @kashishchawla

PROFILE

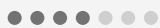
Social Media Strategist with 1+ year of experience in content strategy, influencer marketing and social media management. Posses great communication skills for outreach and digital copywriting, ensuring great brand presence.

VOLUNTEER WORK AND CERTIFICATION

- Social Media Strategist Certificate, Hubspot 2020
- Fundamentals of Digital Marketing, Google 2019
- Director of Rotaract Club, District 3012 2018

SKILLS

Creator Studio



Communication Skills



Account Management



Creative Writing



Market Analysis



Influencer Marketing



WORK EXPERIENCE

SOCIAL MEDIA STRATEGIST

SavvyTree

January 2021 - Present

- Account management for strong online presence across different social media channels
- Strategise, execute, manage and monitor organic campaigns on social media platforms
- Analyse potential market and outreach clients

SOCIAL MEDIA STRATEGIST AND CONTENT WRITER

Viral Pitch

October 2020 - January 2021

- Wrote and edited content on website and blog platforms.
- Strategised and wrote content for Viral Pitch's social media and created influencer marketing campaign for beauty brand.
- Outreached and coordinated with influencers across various social media channels.

CONTENT WRITING INTERN

Headway

July 2019 - October 2019

- Wrote and edited content for effective SEO of various technical appliances brands.

MARKETING INTERN

Reliance Retail

July 2018 and June 2019

- Created marketing strategy for Reliance Digital project under the supervision of marketing team at Reliance Headquarters, Gurgaon.
- Analysed and created target market, planned, executed and monitored various online, offline activation programs.

EDUCATION HISTORY

Bachelor's Degree in Business Administration 2017 - 2020
Guru Gobind Singh Indraprastha University
Jagannath International Management School, Vasant Kunj
Graduated with 9.2 cgpa

Senior Secondary School May 2017
Ryan International School, Vasant Kunj
Commerce, CBSE Board
Graduated with 83%