



Shruti Jha

SOCIAL MEDIA MANAGER

📅 29/11/1995

☎ 8320672239

📍 Ahmedabad, Gujarat

♀ Female

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🌐 <https://tripoto.page.link/BGww>

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

July 2021 - Present

BRAND AID PVT. LTD.

Manage social media planning for the execution of marketing strategies and community management.

Maintain strong social media and the company's clients (Asan Safety, NES-ETS School, Sensinova, UT of Dadra and Nagar Haveli and Daman and Diu, Venus Pipes and Tubes, Navkar Transcore, Jawahar Chawda, etc.) presence across all major social media platforms.

Successfully spearhead digital campaigns on social media platforms. Collaborate with the relevant departments to better address clients from varied backgrounds and industries namely education, industrial, government, healthcare & manufacturing. Providing regular updates to higher management, and upselling company products to increase the breadth of work.

CONTENT & SOCIAL MEDIA STRATEGIST

July 2020 - July 2021

TIGER ADVERTISING

Manage social media planning for the execution of marketing strategies and community management.

Maintain strong social media and the company's clients' presence across all major social media platforms.

Successfully spearhead campaigns on social media platforms including Facebook, and Instagram.

Collaborate with the relevant departments to better address clients from varied backgrounds and industries namely FMCG, education, healthcare & manufacturing (Jabsons, Gujarat Forest Department, Gujarat Tourism, Schaeffler, Premier, Uttam Gaay Chaap, Torrent Gas, etc.). Providing regular updates to higher management, and upselling company products to increase the breadth of work.

DIGITAL MARKETING EXECUTIVE

Jan 2020 - April 2020

EIGHT PETALS

Handle the company's clients (Sheetal Food and Ice Cream, Mirch Masala, Tomatoes, Rao Consultant, etc.) on all the major social media platform.

Assisted the marketing team with developing and implementing social media strategies.

CONTENT & SOCIAL MEDIA STRATEGIST

Aug 2019 - Dec 2019

ZERO GRAVITY COMMUNICATIONS

Maintained strong social media and company clients (Prannuts, Geofresh, Mobex, Frendy, Radhika's Authentic South Indian Food, Aashray Construction, Tilak Jewellers, Suvarnakala, etc.) presence across Facebook, Instagram, Twitter and YouTube platforms.

Monitor online presence of the company's clients and engage with

users, strengthening customer relationships.

SOCIAL MEDIA EXECUTIVE

May 2018- Sep 2018

I ONLINE DOCTOR

I handled the company's presence on all the major social media platform.

Monitor online presence of company's brand and engage with users, strengthening customer relationship.

INTERN

Feb 2018- April 2018

CONCEPT PR

45 days internship at Concept PR, Mumbai. During this period I worked with Investor Relation & Public Relation team.

INTERN

April 2015- May 2015

DNA AHMEDABAD

1-month internship at DNA, Ahmedabad. During this period, I worked as a correspondent for Campus & Community best and wrote a few of my bylines.

INTERN

July 2015- Aug 2015

VTV NEWS

1-month internship at VTV News, Ahmedabad. During this period I worked with reporters & editors of different beats.

EDUCATION

MASTERS IN JOURNALISM AND MASS COMMUNICATION

2016 - 2018

MAHARAJA SAYAJIRAO UNIVERSITY

Completed Masters in Journalism & Mass Communication from the Faculty of Journalism & Communications.

BSC. ELECTRONIC MEDIA

2013 - 2016

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY

Completed graduation in electronic media from Colors Animation Academy, Ujjain affiliated to Makhanlal Chaturvedi National University of Journalism and Communications, Bhopal

HSC SCIENCE(MATHS)

2012 - 2013

CENTRAL BOARD OF SECONDARY EDUCATION

Passed class XII from Kendriya Vidyalaya School, Ujjain with an aggregate of 68%

SSC

2010 - 2011

CENTRAL BOARD OF SECONDARY EDUCATION

Passed class X in 2010-2011 from Christu Jyoti Convent Senior Secondary School, Ujjain with an aggregate of 7.5 CGPA

ADDITIONAL INFORMATION

My strength is my personality, self-confidence, patience, self-discipline, quality of absorbing any work faster, ability to face and positively react to any kind of adverse situation with a stable mind. Being a keen sportsman has enhanced my ability to work as a team and I can lead them if condition asks for it.

SKILLS

Instagram| Facebook| Twitter| Pinterest| YouTube| Photography| Adobe Lightroom| Video Content

CERTIFICATIONS

Content Marketing: Social Media
May 2020

Marketing Tools: Digital Marketing
May 2020

B2B Foundations: Social Media Marketing
May 2020

Strategic Marketing Plan
May 2020

