



Riya Shah

DIGITAL MARKETER | SOCIAL MEDIA MANAGER

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Profile

Dedicated professional who performs both as an individual and in a team setting. I am really driven to always improve my abilities and advance professionally. I enjoy interacting with others. Special interests include social entrepreneurship and marketing.

Education

NMIMS GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

2021 - 2022

- Professional Diploma in Digital Marketing

MUMBAI UNIVERSITY

2022 - 2023

- Masters of Commerce (Currently Pursuing)

2018 - 2021

- Bachelor of Commerce Degree

Skills

Time Management
Social Media Engagement
Search Engine Optimization
Social Media Management
Content Development
Digital Marketing Tool
Team oriented

Work Experience

DIGITAL MARKETING INTERN CATIONS DIGITAL

JUNE 2022 - SEPTEMBER 2022

- Worked as a Digital Marketing Intern
- Created Social Media Posts, Banners and Posters for the company
- Edited videos and Assisted in helping setting up a business website page
- Worked on off-page and on-page SEO

SOCIAL MEDIA ACCOUNT MANAGER

LOOK WHAT HAPPENED

FEBRUARY - JULY 2023

- Managed the day-to-day handling of all social media channels of the clients and adapting content to suit different channels.
- Worked on growing the personal brand of the owner by writing scripts and editing reels.
- Worked with influencers on collaborations for the respective brands
- Created content for the brands