

ACADEMIC QUALIFICATIONS:			
Degree/ Examinations	Year	Percentage (%)	Institute/ University
Bachelors in Commerce (B. Com(H)	June 2019	6.32 GPA	Mata Sundri College, University of Delhi
Class XII th	May 2016	84.2	Alwar Public School
Class X th	May 2014	8.4 CGPA	Alwar Public School

Social Media Executive, Arm Worldwide, Gurugram

July 22'- March23'

Social Media	<p>Managed all published content on all social platforms and strategized monthly content calendars</p> <p>Analyzing the current performance of the brand on the social media platforms and monitoring the competitive social media landscape.</p> <p>Work as the intermediary between client and internal team.</p> <p>Proficiency in Google Facebook Insights, Twitter Analytics, Instagram Analytics and LinkedIn Analytics.</p> <p>Done ORM and maintain the response sheet for maintaining the responses</p> <p>Written copies for the client's Social Media Pages.</p>
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ORM Executive, Vermillion, Gurugram

Feb 22'- May 22'

CLIENT SERVICING & ORM	<p>Managed all published content on all social platforms and strategized monthly content calendars</p> <p>Analyzing the current performance of the brand on the social media platforms and monitoring the competitive social media landscape.</p> <p>Work as the intermediary between client and internal team.</p> <p>Proficiency in Google Facebook Insights, Twitter Analytics, Instagram Analytics and LinkedIn Analytics.</p> <p>Work on response management of clients' social media account.</p> <p>Maintain excel sheet for tracking response.</p>
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Accounts Executive, Grapes Digital, Delhi

July '2020 – Dec '2020

ORM & CLIENT SERVICING	<ul style="list-style-type: none">● Worked on Meltwater Tool for Online Reputation Management.● Fetching reports from ORM tool and make tailor-made reports as per the client needs.● Making Excel and Power Point reports for conversation, sentiments, trends tracking.● Maintained Boolean for clients' brands and their competitor in different languages including regional languages.● Helping clients to track complaint and queries coming on their brand pages.● Work as the intermediary between client and internal team.● Maintained their social media reports which include social media analytics, top performing post, competitor research, sentiments, word cloud, insights, and way forward.● Do posting and scheduling on brand pages.
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Trainee, Grapes Digital, Delhi

Dec' 2019- June' 2020

Trainee	<ul style="list-style-type: none">● Work under manager and senior accounts executive.● Maintained reports.● Part of rebranding campaign of Hudson Canola Oil.● Got promoted from Trainee to Accounts Executive.
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Internship	
Gery Gone Mad	<ul style="list-style-type: none"> Part of the sales team. Done sampling and taking feedback from people. Helping brands with reach through sponsoring college fest, stalls, and product placement.
Latto Industries	<ul style="list-style-type: none"> Part of the accounts team. Do data entry of sales and purchases in Tally ERP 9 software.
Campus Ambassador, Hansraj College	<ul style="list-style-type: none"> Spreading awareness about college events of Hansraj college in my college campus through poster placement, socialmedia (private account), spreading messages in the college group. Awarded as the top performer.
EXTRA CURRICULAR ACHIEVEMENTS	
Competitions	<ul style="list-style-type: none"> Organised & participated in various college Seminars, fest, and other sports & craft competitions. Got the Sponsorship for Mata Sundri College Commerce Department fresher
Technical Skills	<ul style="list-style-type: none"> Windows based packages like MS Office & Accounting packages like Tally & Busy. Word press, Google Analytics. (On-Going) Hands on experience of Facebook, Twitter, Instagram, LinkedIn Analytics. Software like Meltwater, Hootsuite.
Certificates	<ul style="list-style-type: none"> Participation certificate of various Olympiads, sports events conducted during school days.
Extra	<ul style="list-style-type: none"> Managed to get a sponsor for college fest and got a letter for recommendation for the same.