

DRISHTI SHAH

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Bachelor of Arts in Media, Indiana University, College of Arts & Sciences, Bloomington, IN

January 2017 – May 2020

- **Major:** Media Communication with a specialization in Advertising
- **Minors:** Marketing, Psychology
- **Study abroad semester:** CIEE Global Institute, Berlin, Germany
- **Google AdWords Essential Learning Certificate,** LinkedIn
- **SEO Fundamentals Certificate,** LinkedIn

January 2019 – May 2019

September 2019

September 2020

SOCIAL MEDIA AND MARKETING EXPERIENCE

Kelley HOPE Digital Project, Bloomington, IN

August 2020 – July 2021

Client Team Lead Intern

- Collaborated with the Small Business Division State of Indiana to service small businesses during the covid-19 pandemic
- Crafted and executed Integrated Marketing Campaigns for luxury goods, food, travel, and technology businesses
- Led website development for clients using Wix, Square, Squarespace, WordPress, and other web-development platforms
- Advanced knowledge of SEO by using Mozbar, Google Search Console & Analytics to successfully increase domain visibility by 10%
- Initiated and drove the collaboration between the MSIS program and Media School to introduce advanced design services to our clients
- Created designs, authored blogs, and conceptualized layouts for web, social and print

Civic Champs, Bloomington, IN

February 2020 – May 2020

Marketing & Design Intern

- Designed and published the company's [Annual Benefits Corporation report](#)
- Produced humorous video content for YouTube and composed 10 placemat presentations for potential investors

Kellogg's' Cheez-it DUOZ, Bloomington, IN

August 2018 – December 2018

Marketing Strategist

- Won the case competition, ranking #1 amongst 18 teams with a 100% hire rate
- Earned a favorable remark for our marketing strategy, which was later implemented by Cheez-it DUOZ in 2020

RentSetGO, Mumbai, India

June 2017 – August 2017

Social Media & Marketing Intern

- Ran a diagnostic analysis on consumer purchase behavior by reviewing consumer behavior to improve consumer retention
- Leveraged data from Google Analytics & Hotjar to map customer experience, to boost online customer engagement by 15%
- Authored and designed content for weekly promotional emails and new blog posts reaching up to 30% of the target audience
- Piloted Google AdWords account to compose, budget, and schedule advertising content to enhance visibility of the Royal Enfield

CONTENT WRITING EXPERIENCE

"I love you, Best friend," A Wattpad Novel

January 2013 – Present

Author & Editor

- Wrote and published an original publication online, gaining over 57 million views
- Listed #1 on two nominated genres by acquiring a significant following base of 46,000 people all over the world
- Approached by publishing agencies to generate 1,000 physical copies and currently editing the book for commercial publishing

Openers GmbH, Berlin, Germany

April 2019 – May 2019

Communications, PR & Event Management Intern

- Created event invites on Eventbrite and directed email marketing for the 4th Annual Asia-Pacific Week
- Published 5 articles on the New Mobility World Website pertaining to current events by investigating social media trends
- Managed and curated content for social media platforms such as, Instagram, Twitter and Facebook using Canva and Hootsuite

Chetana Publications, Mumbai, India

August 2016 – November 2016

Editorial Intern

- Executed bi-weekly competitive market analysis to better assist with future marketing campaigns
- Analyzed new edition textbooks through fact checking, proof-reading and suggested revisions for 25 books before publication

SKILLS & INTERESTS

Adobe Creative Cloud 4 • Shutterbug • Coffee Mug Collector • AdWords • Social Expert • Multilinguistic • Greek Mythology Enthusiast