

# SHWETA SHAH

CONTENT CONCEPTUALISER  
& SOCIAL MEDIA  
STRATEGIST

## CONTACT

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Date of Birth: 14.01.1994

## PROFILE

A conceptualiser and strategist by profession, I've been into this industry since 2 years. Today, digital marketing is no more an option but a necessity. And that's where I come in the picture - to create brand awareness. Currently, I'm freelancing. Also, I trade Pani Puri for good ideas.

## EXPERIENCE

### **FREELANCE CONTENT CONCEPTUALISER & SOCIAL MEDIA STRATEGIST | NOV 2018 - TILL PRESENT**

Currently, I'm freelancing and helping a couple of clients from various sectors to strategise their social media and create their brand presence on platforms such as Facebook, Instagram and Twitter.

### **CONTENT CONCEPTUALISER & TEAM LEADER VIBES MULTI-ENTERTAINMENT | MAY 2018 - OCT 2018**

- Conceptualised campaigns and content for brands
- Developed a social media strategy to increase the reach organically on platforms such as Facebook, Instagram, LinkedIn and Twitter
- Headed a team of 3 social media executives for day-to-day activities such as postings, creatives and captions for the same
- Launched a new beauty brand called 25o2 and strategised the same during the pre & post launch period

### **SENIOR SOCIAL MEDIA EXECUTIVE SOCIO SQUARES | JAN 2018 - MAY 2018**

- Developed a social media strategy for brands for platforms such as Facebook, Twitter, Instagram, LinkedIn, and Youtube .
- Handled the postings on daily basis
- Interaction with the clients for approvals
- Conceptualise various campaigns for the clients.

### **HEAD CONTENT WRITER TOPBREAKERS | FEB 2017 - JAN 2018**

- Writing long form of articles, majorly on politics and current affairs from all across the globe
- Focusing on the SEO keywords
- Posting them on platforms such as Facebook, Twitter, and Instagram

**HEAD OF RECRUITMENTS**  
**AVENUES CONSULTING | MAY 2014 - FEB 2017**

- Recruiting the right candidate for various clients in BFSI and IT sector.

**EDUCATION**

**BACHELOR OF COMMERCE**

MUMBAI UNIVERSITY | 2011 - 2014  
PERCENTAGE: 70%

**HIGHER SECONDARY CERTIFICATE (HSC)**

MUMBAI UNIVERSITY | 2009 - 2011  
PERCENTAGE: 60%

**SECONDARY SCHOOL CERTIFICATE (SSC)**

DR. SARVEPALLI RADHAKRISHNAN VIDYALAYA | 2008- 2010  
PERCENTAGE: 72%

**CLIENTELE**

- 2502
- Fujifilms
- Zest Money
- Liberty General Insurance
- Draeger
- Aroka Couture
- Bindani Couture
- Spice Grill Flame (SGF)
- Albert Tusk
- Eduglobe
- Listenlights
- Center Point Events
- KAZO
- Mazda Travels
- Morningstar Holidays
- The Wedding Junction Show
- CH Jewellers
- Zokudo
- Krupa Arts

**HOBBIES**

- Dancing
- Traveling
- Writing
- Reading
- Adventure
- Eating like there's no tomorrow
- Cracking lame jokes
- Binge watching FRIENDS