

Shrishti Kumawat

07541579521 | Shrishtikumawat.com | [Linkedin](#) | shrishtimarketingmoxie@outlook.com

DIGITAL MARKETER

Detail-oriented graduate with a passion for digital marketing seeking to leverage academic knowledge and hands-on experience in digital strategy, content creation, and social media management. Proficient in utilizing various digital marketing tools and platforms to drive brand awareness, engagement, and conversions

KEY COMPETENCIES

Canva Website Management	A/B testing Google Analytics	Strong interpersonal skills
Social media management	Report Writing Social media	Proactive and self-motivated
Content creation Google Ads	trends	Exceptional organisational skills

PERSONAL PROJECTS

Anshu makeup Studio (Social Media Manager) **Oct 2023 - Present**

Managed social media accounts, creating and scheduling posts that boosted engagement by 20%.

Collaborated with the content team to produce blog posts, infographics, and promotional materials. Analyzed campaign performance using Google Analytics, providing actionable insights for optimization.

Utilized campaign tracking and analytics tools to monitor performance, providing actionable insights and improving ROI by 30%.

WORK EXPERIENCE

Asda (Assistant Manager) **01/2023 - Present**

Supervised and managed stock transfers, reservations, and physical inventor Assisted in the development and execution of digital marketing campaigns, contributing to a 15% increase in shop sales Tracked orders and ensured prompt delivery and coordination with suppliers. Currently overseeing PRISM activities, including EDN collection, ordering, and invoice postings.

Executive Administrative Assistant (Finova Capital) **July 2020 - Jan 2022**

Prepared and served a variety of beverages with precision and creativity, consistently meeting or exceeding quality standards, and receiving compliments for latte art and presentation.

EDUCATION

MA in Digital Marketing

University of Portsmouth 2023 - Present,
SEO Optimization | Email Marketing |
Introduction to CRM Market Research | Social
Media Marketing | PPC & Display
Advertisement | Google Analytics

Bachelor's in Business Management |

University of Rajasthan /2019- /2022,
Accounting Economics | Business Analytics
|Strategic Management | Business
Communication

CERTIFICATONS

[Design power by data: UX web analytics](#)
[Google sites essential training](#)
[Meta Certified Digital Marketing Certificate](#)

EXTRACURRICULAR ACTIVITIES

Listening to Podcast
Reading a Good Book

Community Volunteer

Vedic hindu temple