

# Manav

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Tikona Park, N.I.T

Faridabad, Haryana

## EXPERIENCE

### **DigiStar Labs, Gurgaon — Content Specialist : Affiliate Manager**

Duration- Jan 2020 - PRESENT

- Managed branding and social media content creation for CHISEL Gurgaon.
- Reviewed and edited the final copy for accuracy and supervised all phases of production.
- Assisted the graphic team with contents graphic requirements.
- Managed the CPI vertical of the company's affiliate marketing business.

### **DigiStar Labs, Gurgaon — Management Trainee- Content**

Duration- Aug 2019 - Dec 2019

- Evaluated project requirements and content standards for each project in order to produce copy in line with creative structure.
- Completed thorough research into assigned topics.
- Managed competing deadlines with efficiency.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Customized brand message to reach and capture target audience interest and drive engagement.

## SKILLS

- Creative-Content Writing
- Scriptwriting
- On-Page SEO Optimization
- Wordpress Posting
- Well-versed with Canva
- Marketing Research
- Affiliate Marketing

## STRENGTHS

- Creative Visualisation
- Critical Thinker
- Research
- Public Speaking

## LANGUAGES

English and Hindi

**CA Prince Kathuria Classes, Faridabad — *Managerial Assistant***

Duration- May 2018 - June 2019

- Prepared Content both for Social media and Offline Marketing.
- Contributed in acquisition of potential students by counseling and managing the admission process of Nov. 2018, May 2019, and Nov. 2019 Chartered Accountancy Foundation and Intermediate Course Batches.
- Managed the team efficiently and gathered the biggest face to face student batch for CA-Foundation across the country.
- Provided solutions to the academic inquiries of Chartered Accountancy students.
- Created the blueprint for customised CRM software.

**EDUCATION**

**University Of Delhi — Bachelor of Commerce**

June 2016 - Dec 2019

**Institute of Chartered Accountants of India — CA-Foundation**

Dec 2015 - Dec 2015

**Gita Bal Niketan Sr. Sec. School — 10+2**

April 2014 - March 2015