

# SHIVANI DOGRA

## BRAND STRATEGIST & COMMUNICATIONS EXPERT

### CONTACT

+91 8130828769

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### PROFILE

I am a seasoned content curator, seeking a full-time position in the field of social media, and marketing & communications, where I can apply my knowledge and skills for continuous improvement.

### SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copywriting
- Corporate blogging
- Project management
- Internal Communications
- Collateral development
- Market research

## EXPERIENCE

### CONTENT OFFICER, TONETAG

FINTECH | MAY 2019 - PRESENT

- Managed content for social media accounts, PR, and company website
- Increased social media following (10X) through innovative and engaging content
- Responsible for curating offline marketing collateral for brand awareness and customer engagement
- Managed internal communication for the organization in terms of Business Proposals and Awards Management
- Spearheaded a viral campaign for one of the company's new products

### CONTENT STRATEGIST, SOCIOWASH

DIGITAL MARKETING AGENCY | DEC 2017 - MAY 2019

- Brand Engagement and market outreach for premium labels
- Lead content executive with the Ministry of Health for Pradhan Mantri Bhartiya Janaushadhi Yojna (PMBJP) project
- Live coverage of MTV India Music Summit 2018
- Crafting award-winning campaigns for Realme Phones
- Strategy and Content Creation for brands like Avon, SDCC, MempoL, Baefikre, Smartclass, RosaKue and more

### COMMUNICATIONS INTERN

KRAFTDIRECT | MAY 2017 - JULY 2017

- Development of SEO driven content for the company website
- Customer management

## EDUCATION

MASTERS IN ENGLISH LITERATURE, UNIVERSITY OF DELHI  
| 2015-2017 | FIRST DIVISION

BA (HONS) ENGLISH LITERATURE, UNIVERSITY OF DELHI |  
2012-2105 | FIRST DIVISION