



DHWANI AJMERA

DOB: 16/10/1999

PERSONAL PROFILE

A fresher, eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of social media management, event organization and training in advertising & marketing. Motivated to learn, grow and excel through opportunities across media and the entertainment sector.

SKILLS & ABILITIES

- Social media technologies
- MS Office
- Strategic Planning
- Communications
- Research
- Proficient in Adobe Photoshop
- Proficient in Adobe Premier Pro CC
- Languages spoken: English, Hindi, Gujarati & Marathi.

CONTACT INFORMATION

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COURSES

- Secured an 'A' grade in Writing About Health & Beauty For Online Publications & Magazines from NYUSPS (June 2021 - August 2021)
- 5- day Makeup Course at Fat Mu Pro Makeup (June 2018)

EMPLOYMENT HISTORY

Resonance Digital

Client Servicing Executive (July 2020 - June 2021)

- Establishing effective and positive working relationships with associates and clients across different brands.
- Creating communication decks and research analysis.
- Strategizing, scheduling, and conceptualizing copy to maintain the company's social media presence.
- Working with a UI/UX website developer on wireframes, layouts, and design for few brands.
- Assisting and quality-checking various video content.

Bluetan Enterprises

Content Strategist Intern (May 2019 - June 2019)

- Strategized and executed social media campaigns to help clients meet their goals and reach potential customers.
- Managed social media accounts for multiple F & B and retail brands.
- Generated interest for new and upcoming products and services.
- Created social media calendars and scheduled posts across digital platforms.
- Collaborated with bloggers to increase engagement for clients.
- Reached out to potential clients and brainstormed strategies for them.

The Event Episodes

Social Media Intern (November 2018 - January 2019)

- Created and conceptualized posts, formulated content and daily social media strategies for various events.
- Assisted with planning and hosting of events.

Sarvpriye Foundation

Social Media Intern (June 2018 - July 2018)

- Created and shared posts to raise awareness on issues faced by women every day.

VOLUNTEERING EXPERIENCE

Angel Xpress Foundation (July 2018 - February 2019)

- Taught English to young underprivileged children between the ages of 8-12.
- Collaborated with students to complete homework assignments, identify lagging skills and correct weaknesses.

EDUCATIONAL HISTORY

K.C. College

Bachelor of Mass Media, Graduated in 2020

- Elected as the Head of Marketing for Kiran Blitzkrieg the annual BMM festival of K.C. College in 2019.
- Responsibilities included getting sponsorships and coordinating with the sponsors, negotiating barter deals, and getting stalls for the festival.
- Coursework:
 1. Made an Ad for Camlin supporting the LGBTQ community (Media Psychology)
 2. Documentary on the Senior Citizens Laughter Club (Sociology)
 3. Documentary on the CAA & NRC affair (Contemporary Issue)
 4. Dramatic short film 'Choti Elaichi' (Understanding Cinema)
 5. Branding & Marketing for a hypothetical packaged food product 'The Vegan Box' (Marketing)
 6. Branding of a hypothetical essential oil brand 'Nitya Essential Oils' (Ad Design)

K.C. College

Arts Stream, Graduated in 2017.

St. Annes High School

Graduated in 2015.

INTERESTS, HOBBIES & COURSES

- My key interests are music, traveling, art, modern calligraphy & makeup. I am also an avid consumer of creative content on various digital platforms.