




# SMIT SHAH

## DIGITAL MARKETING FREELANCER

### CONTACT

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 Mumbai, Maharashtra




### LANGUAGE

English ●●●●●●●●  
Gujrati ●●●●●●●●  
Hindi ●●●●●●●●

### TOP SKILLS

 Google my Business  
 Wordpress Website Design  
 Graphic Designing  
 Social Media Content Curation

### PROJECTS

 **Site Audit & SEO Strategy**  
Brand : Thomas Cook  
 **App Store Optimisation Strategy**  
Brand : Weather Underground  
 **Personal Portfolio Website**  
Brand : Smit Shah

See more on [LinkedIn](#),

### PROFESSIONAL PROFILE

I'm a Digital Marketing Student/Freelancer with a strong foundation in Web and Graphic Design. My flair for creative storytelling fuels my mission to enhance brand presence. Instead of just marketing, my approach is to find customer-centric solutions!

### EDUCATION

- **Bachelor in Commerce | 2020 - 2023**  
S.K Somaiya Degree College
- **PGDM in Digital Marketing | 2023 - 2024**  
IIDE - The Digital School

### WORK EXPERIENCE

#### Go Travellism Pvt Ltd

Digital Marketing Executive | Jan 2023 - May 2023

- Sub Company: Corporate Compass & Nature Explorers India
  - Enhanced company's WordPress website for improved customer experience.
  - Created 75+ eye-catching social media visuals to boost brand recognition.
  - Managed and optimized social media, including Trip Advisor setup & ran Meta ads for workshop registrations and leads.
  - Developed content strategy and initial templates.

#### Maker Mela

Social Media Management Intern | Aug 2022 - Oct 2022

- Crafted content strategy from user-generated and existing content, led organic social media promotions, managed content teams, and coordinated tasks with Airtable for hybrid work flexibility, including festival campaigns

#### Darwin India

Social Media Management Intern | Dec 2019 - Dec 2020

- Managed social media platforms, tailored content to brand guidelines using Canva. Created engaging posts, reels, stories etc. Executed lead generation-focused strategies, analyzed audience data, and organized social contests