



# JIYA SHAH

BMS graduate

## ABOUT ME

*I am an organised, efficient and hard working person and am willing to discover and accept new ideas which can be put into practice effectively. I am a good listener and learner, able to communicate well with a group and on an individual level. I am able to motivate and direct my talents and skills to meet objectives. My dedication to continuous learning, coupled with excellent problem-solving skills, enables me to adapt quickly and contribute effectively to projects.*

## ➤ EDUCATION

### **SVKM'S USHA PRAVIN GANDHI COLLEGE**

Bachelors in management studies ( 2020 - 2023 )  
Cgpa - **9.90/10**

### **SVKM'S MITHIBAI COLLEGE**

Commerce student ( 2018 - 2020 )  
Achieved a score of **88.92 %** under HSC examination

### **THAKUR INTERNATIONAL SCHOOL ( ICSE )**

Primary and secondary schooling ( 2006 - 2018 )  
Achieved a score of **88.33%** under ICSE board examination

## ➤ WORK HISTORY

1. Actively worked as an intern at Neev diamonds and jewelry .

During my internship, I held the following responsibilities:

➡ Strategized an instagram - based marketing strategy to improve brand awareness.

➡ Acquired and published customer testimonial which increased sales by 150% .

➡ Increased total social media marketing engagement from zero to ~ 2000+ within the first three months of launch .

## CONTACT ME



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2. Collaborated with professional makeup artists , providing valuable assistance and contributing to the seamless execution of various makeup projects.

3. Played a significant role in the family business by efficiently contributing in the manufacturing and sales of quality garments.

### ➤ ADDITIONAL QUALITIES

➡ Acquired basic knowledge in the field of digital marketing from google digital garage .

➡ Mastered the fundamentals of makeup and hair through a basic course.

➡ Attained introductory insight in Mandarin language.

➡ Proficient in basic Canva and Excel usage.

**I am excited to embark on a professional journey where I can contribute my skills and passion to drive results. I am eager to embrace and absorb knowledge.**