

VIDHI SHAH

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_KeepItShort



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PROFILE

Communications expert with over seven years of experience and a passion for all things digital.

Skilled in conceptualizing, developing and implementing innovative content and communication strategies to build brand awareness.

Champion of social media tools and technologies.

EDUCATION

MPS IN DIGITAL MEDIA
Northeastern University, Boston
September 2017 – June 2019

MASTER'S IN COMMERCE
University of Mumbai, India
June 2009 – April 2011

PGD IN PUBLIC RELATIONS
EMDI Institute of Media and Communications, India
June 2009 – June 2010

SKILLS

Marketing & Analytics: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, User Research, Usability Testing, Content Management, Digital Storytelling

Graphic & Web Designing: Adobe Photoshop, User Experience Design, HTML, CSS, Bootstrap, JavaScript, jQuery, SVG, p5, WordPress

Social Media Management: Facebook, Twitter, LinkedIn, Instagram, Snapchat

Other: Microsoft Office (Excel, PowerPoint, Word, Outlook), Smartsheet, Trello, Slack, Dropbox, Google Suite

AWARDS

Most Cohesive Team of the Year 2015
for Lenovo - Text100

Gold SABRE Award for Excellence in Public Relations – Business-to-Business Marketing for the Vserv B2B Technology Campaign by the Holmes Report - SABRE Awards India in 2013

CERTIFICATIONS

Google Analytics Individual Qualification
Google Ads Display Certification
Google Tag Manager Fundamentals
Hootsuite Platform Certification 2018
HubSpot Inbound Marketing
HubSpot Social Media
HubSpot Content Marketing
HubSpot Marketing Software

PROFESSIONAL EXPERIENCE

Digital Media Strategist @ Dr. Vigo, San Francisco, CA
April – June 2019

- Developed brand strategy to create brand awareness; Improved website usability and user experience
- Generated content – Style guide, Infographics, Blogs, Videos, Images, Google Ads, Facebook Ads
- Formulated and implemented social media strategy – LinkedIn, Facebook and Twitter accounts
- Results: Website (113% increase in page views); Twitter: 5.5K impressions over 28 days; Facebook Ads: 7,986 people reached and 180 link clicks; Google Ads: 49 clicks on the landing page

Research Assistant @ IB&S – Center for Emerging Markets, Boston, MA
March – June 2019

- Managed communication initiatives and improved website user experience (WordPress)

Community Manager @ Global Resilience Institute, Boston, MA
May – December 2018; May – June 2019

- Managed an online community website 'Lynx-Net' with over 100 members globally – Usability, User Experience, Member database, Communication, Content, Engagement, Reports; Created, designed and executed monthly newsletters
- Results: 50% increased website and page views; 10% increase in engagement

Account Manager @ Text100 - Mumbai, India
July 2011 – October 2016

- Led communications for national clients across sectors- Technology (B2B/ B2C), Education, Ad & Marketing, Healthcare
 - Multinational corporates like Lenovo, iGATE, Citrix
 - International institutes like DeVry Education Group, Great Place to Work, University College London (UCL), IDA Ireland
 - Newly formed start-ups like CitiusTech, UpGrad, Vserv
- Planned and executed 50+ large format media events with global CXOs
- Generated content and conducted media outreach - secured national media articles and interviews with senior editors of key Tier 1 publications for client CXOs
- Delivered exceptional customer service and was deeply involved in client account management – corresponded daily with the client's corporate communication directors and CXOs
- Blogger/ Influencer engagement – Maintained and strengthened blogger/ influencer relationships to drive brand visibility
- Prepared 20+ innovative new business pitches basis market research, devised social media plans and presented to leads
- Managed and mentored junior-level colleagues - led multiple teams of 2 - 3 colleagues
- Appointed 'Fun Manager'; planned and executed fun activities and events for all the employees