



ARUSHI SINHA

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SUMMARY

Dynamic B.A. graduate skilled in digital marketing and content creation, combining creativity with strong organizational abilities. Proven track record of collaboration in article writing/editing, marketing campaign execution, and event management at both academic and professional levels. Created lifestyle based content on digital mediums eventually collaborating with brands like Myntra, Sugar Cosmetics, Quench Botanics, and others.

WORK EXPERIENCE

Content Writer, Creative Chidiya **Mar 2024 - Present**

- Managed multiple clients' social media and website content along with coordination
- Created long-form and short-form post for internal brands
- Conducted research on trends in marketing industry to accurately plan and execute campaigns

Marketing Intern, Abbott Healthcare Pvt Ltd **May 2023 - July 2023**

- Created a CRM System for the Adult Nutrition Departments to be implemented in hospitals
- Conducted field visits to ensure smooth operation of ongoing CRM System in Clinics
- Conducted Competition Analysis for CRM for the brand

Marketing Intern, Plum Goodness **April 2022 - June 2022**

- Created monthly campaign briefs for influencers in skin, hair and makeup categories
- Shortlisted influencers for campaigns on Instagram and YouTube based on data insights
- Conducted market research to analyze success from data on marketing campaigns

Social Media Intern, We-Storytellers **July 2021 - October 2021**

- Collaborated with the social media team to plan and execute campaigns across all channels of the organization
- Wrote articles that featured on the official in-house blog
- Conducted research on industry trends to help clients organize effective strategies

EDUCATION

Bachelor of Arts, Double Major in Economics and Psychology **2019-2022**
Sophia College (Autonomous)

CONTENT CREATION

With over 3 years of experience, I've excelled in creating lifestyle content for prestigious brands like Plum, Myntra, Sugar, and Quench Botanics. My expertise lies in crafting captivating visual stories that resonate with audiences, contributing to enhanced brand visibility. I bring a blend of creativity, authenticity, and strategic planning to every project, ensuring impactful results and lasting connections with consumers.

ADDITIONAL INFORMATION

- **Skills:** MS Office, Google Workspace, Digital Media (Photos and Videos), Design (Canva), Communication Skills (Written and Verbal), Strategic Thinking, Empathetic Leadership
- **Languages:** English, Hindi
- **Extracurricular Activities:** Compered at 3 events at the collegiate level for the Department of English.