

Digital Content Creator and Marketer

mail: sheetalwhitecas@gmail.com (She/Her) Call: +12368338088

MEDIA & PERSONAL LINKS

Portfolio:	https://sheetalwhitecas.journoportfolio.com/
Online School:	https://digitaldiva-academy.teachable.com/
Website:	https://www.digitaldiva.in
Facebook:	https://www.facebook.com/sheetal.anand.9
YouTube:	http://www.youtube.com/c/sheetaldigitaldiva
Linked IN:	www.linkedin.com/in/sheetal-anand-7ab73a37
Podcast:	www.anchor.fm/sheetal-anand

EMPLOYMENT

Content Creator & Affiliate Marketer: Digital diva (Online Operations)

- Planning, editing & creating content across various platforms for the promotion & branding activities of the start-up.
- Making use of written content for social media channels and influencer marketing strategies including Facebook group, podcasting and video.
- Marketing business tools as an affiliate through personal branding and entrepreneurship.
- Creation of digital courses to help women adopt the digital mindset and monetize their message.
- Organizing and delivering online workshops on branding and creation of visual media through Canva.

Social Media Virtual Assistant for a Food Blogger- Remote

- Creation of Social Media Calenda, scheduling for various platforms using Planoly, Facebook Creator & Hootsuite.
- Creation of attractive & interactive social media posts using Canva as a designing tool.
- Creating landing pages using Clickfunnels.

Content Writer/ Copywriter: Voyage Vacations (Mumbai)

- Creating digital content for various clients as per requirements.
- Blogs, email & Social Media Strategy
- Devising content strategies for various social platforms to achieve desired Call to Action.
- Handling a team of 6 members and helping them achieve deadlines on a weekly/ monthly basis.

Copywriter: Mirage Advertising (Mumbai)

- Conceptualizing & creating ad copy for various promotional material. Content strategy and creative writing, business and feature writing.

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Copywriter: Sunny Advertising (Mumbai)

- Creating campaigns and advertising copy for several B2B and B2C brands.

Freelance Content Writer & Editor: Mediasphere (Mumbai)

- Writing & editing lifestyle articles for popular Indian digital magazines like femina.in, bebeautiful.in and let's go websites.
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EDUCATION

PG Dip (Digital Marketing): Edupristine, Mumbai, India

PG Dip in Advertising & Marketing: Xavier Institute of Communications, Mumbai, India

Bachelor of Commerce in Accounting & Economics (Authenticated by WES) :

University of Mumbai, India

CERTIFICATES AND LICENSES

Writing for Multimedia and the Web – University of British Columbia

- This short continuing education course enabled me to learn how to design the information architecture for websites and other multimedia platforms.
- I have designed and created a website for a health professional in Canada. (Link can be provided on request)

Professional Content Writing Program

- Learnt how to apply content writing for various verticals like blogs, website, landing pages, email and the tools involved.

One Funnel Away Challenge

- Have done the signature course by Russel Brunson of Clickfunnels that teaches me how to build landing pages and funnels for online marketing.

The 4% success challenge

- Completed the affiliate marketing program with mindset techniques by Vick Strizheus of the 4%

Freedom Business Model Course

- Learnt about online entrepreneurship through digital course creation, personal branding and affiliate marketing.
- Exposed to tools that support e-mail marketing, landing pages, e-courses platform, web hosting, analytics and chatbots.

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Nutrition and Fitness Consultant

- This year-long course has provided me with knowledge on all aspects of nutrition and fitness training. I have learnt in-depth strategies and am equipped to scientifically design a nutrition and fitness plan for anyone as per their goals. Please Note: I am not equipped to design diet and training for persons with medical conditions.

Insurance Advisor Certification

- Acquired the IRDA Insurance Advisor Certification and freelanced with ICICI Pru, a leading Insurance Company in India for the promotion and marketing of various Insurance Policies.
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SKILLS AND LANGUAGES

- Writing for Marketing & Sales
 - Organizational Skills
 - Usage of Microsoft Excel, Word, PowerPoint
 - Creating on Canva, InShot, Screen Cast-o-Matic
 - Usage of digital platforms like GetResponse, ClickFunnels, Zoom
 - Customer Success
 - Fluent in English (native proficiency), Hindi (native proficiency), Marathi (intermediate) and Punjabi (intermediate)
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VOLUNTEER WORK

Path of Bliss (NGO based in Mumbai)

- I am a founding member of the registered NGO “PATH OF BLISS”, based in Mumbai, India. I have helped increase members for this non-profit organization and conduct charitable activities on a month-to-month basis for orphanages, old age homes, transgender individuals, homes for physically and mentally challenged persons and other underprivileged persons.
 - My contribution lies in conducting philanthropic activities for these sections of society and devising promotional material to solicit funds for the same.
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